

HQ: 5555 W Park Ave., St. Louis, MO 63110
Wisconsin: 5018 Voges Rd., Madison, WI 53718
Southern Illinois: Highland, IL



Job Title: Life Safety Sales Representative

Location: 5018 Voges Rd., Madison, WI

Territory: Wisconsin and adjacent Local 669 territory in northern Illinois

Reports to: Manager of Life Safety Sales

OVERVIEW

Boyer Fire Protection is looking for a motivated, relationship-driven sales professional to grow our life safety business across Wisconsin. Boyer has built a 20-year track record retaining customers on recurring inspection and testing agreements, and Madison is the next market we're investing in. This is a ground-floor opportunity to build a territory from scratch, sell across our full life safety line, and grow into a full-service location alongside our team.

You'll spend your time out in the field meeting property managers, facility directors, and building owners, and back at our Madison office managing your pipeline. You'll work closely with a Manager of Life Safety Sales based in St. Louis, with regular pipeline calls and on-site coaching visits built into your first 90 days to help you ramp up.

KEY RESPONSIBILITIES

- Sell NFPA 25 sprinkler inspection, testing and maintenance (ITM) agreements, plus fire extinguisher service, backflow and fire pump testing, and emergency/exit lighting — building long-term, renewing relationships rather than one-time jobs, and growing those accounts over time as their needs expand.
- Prospect and build relationships with property managers, healthcare, education, warehouse and distribution, manufacturing, senior living, hospitality, and municipal facilities across Wisconsin, coordinating with Boyer teams in other markets for customers with multiple locations.
- Turn newly completed Boyer construction projects into ongoing service agreements, handling the tagging and paperwork that make a system inspection-ready from day one.
- Follow up on every inspection report with a quote for needed repairs, working with our in-house estimating team on larger repair scopes.
- Price and propose ITM and service work using Boyer's quoting tools — often quickly, from an existing inspection report rather than a new site visit.
- Keep your accounts, opportunities, and renewal dates current in our CRM, with regular pipeline updates to your manager.
- Represent Boyer at Wisconsin trade groups, owner associations, and industry events as we grow our presence in this market.
- Stay the customer's go-to contact after the sale, so questions get answered and agreements renew.



Missouri: (314) 241-9944 | Illinois: (618) 222-1500 | Wisconsin: (608) 424-8420

www.boyerfire.com

Service delivery, scheduling, and construction estimating are handled by our operations and estimating teams. Fire alarm inspection isn't part of this territory yet, but it's on our roadmap.

QUALIFICATIONS

- Bachelor's degree in business, sales, or a related field a plus.
- Business-to-business sales experience with a record of building a territory — 2–4 years is a helpful benchmark, ideally in fire protection, life safety, mechanical, or building services, though a strong track record can outweigh a shorter tenure.
- Working familiarity with NFPA 25 and NFPA 10 inspection and testing requirements, or the ability to learn them quickly and speak to them credibly with customers.
- Excellent communication, time-management, and customer-service skills.
- Comfort with Microsoft Office, mobile devices, and CRM software for scheduling and pipeline tracking.
- Comfortable splitting time between the Madison office and the field, with a manager based in St. Louis rather than on-site day to day.
- Valid driver's license, acceptable driving record, and willingness to travel throughout Wisconsin and adjacent Local 669 territory (estimated 50–70% travel).

COMPENSATION & BENEFITS

- Base salary plus commission structure, with additional earning opportunity based on performance.
- Company training and support provided, including a structured 90-day onboarding ramp.
- Health Insurance, HSAs and FSAs, Dental & Vision Insurance, Life Insurance, 401(k) with Company Match, Profit Sharing, Paid Time Off (PTO), Professional Development, Referral Program, and more.

How to Apply

Interested candidates should send their resume and cover letter to hr@boyerfire.com or fill out the form [here](#).

Boyer Fire Protection is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Benefits

Health Insurance, HSAs and FSAs, Dental & Vision Insurance, Life Insurance, 401(k) with Company Match, Profit Sharing, Paid Time Off (PTO), Professional Development, Referral Program, and more.

