

REGIONAL SALES MANAGER – WESTERN CANADA

Background:

Our well positioned, rapidly growing manufacturing company requires a self-starting sales management professional experienced within the heavy-duty truck & trailer equipment market, ideally with manufacturers or high level distributors or dealers, to manage the territory comprising the provinces of British Columbia, Alberta, Saskatchewan, Manitoba and the western-most region of Ontario along with territories north as needed.

Job Purpose:

Achieves sales targets for the region by arranging fleet specifications for our products, managing distributors, developing promotions, attaining sales quotas, offering direction and support to existing territory representatives while participating directly and actively in the region, particularly as it relates to fleet activities, within the heavy-duty truck and trailer equipment transportation segment.

Duties:

- Provides solutions to end user maintenance and operating problems using our array of products and services. To promote the pull-through demand of our products, this activity is of great importance and should consume a significant portion of your time.
- Maintains distribution channels by recruiting, selecting, orienting, training, encouraging and managing distributors.
- Accomplishes distributor results by communicating expectations; planning, monitoring, and appraising results; coaching, and counseling distributors; initiating, coordinating and enforcing systems, policies and procedures.
- Develops promotions by setting goals with distributors, particularly as they pertain to the sale of our problem-solving products.
- Achieves sales objectives by setting quotas with distributors and presenting new products and features and benefits to accounts.
- Participates in annual buying group and industry conferences as required.
- Participates in the sales accounts receivable function where needed and keeps an eye on customer operations and apparent financial health
- Provides information to management by recapping promotional activity, reporting business opportunities, results, trends, and competitive information.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications, establishing personal networks, bench-marking state-of-the-art practices; participating in professional societies and learning of competitor offerings, promotions and selling methods.
- Watches for evidence of trade dress/copyright/trademark/patent infringements found in the field and communicates this information to management.
- Uses appropriate sales analysis tools to monitor sales activities and buying trends.
- Updates CRM systems routinely.

Skills/Qualifications:

- Strong verbal and written communication skills and interpersonal skills.
- Hands-on experience with heavy duty equipment.
- Good presentation skills.
- Strength in the management of territory sales representatives and distributors.
- Must have the ability to interact with all levels of personnel, management and technical staff.
- Ability to take pride in ownership of the work and see it through to completion.
- Willingness to learn and grow with our company.
- Extensive travel 50%+ per week.
- Able to quickly pick up on the training we will provide on our products, procedures and the industry.
- Must be a self-starter and able to work in a progressive manner with little supervision.
- Knowledge of PC hardware and software including MS Word, Excel, and Power Point.

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