

Role	Technical Sales Representative		Reports To	Sales Manager
Hrs Per Week	40		Starting Wage	Based on Qualifications
Probation	4 Months			
Role Summary				
The Technical Sales Representative is responsible to provide complete and appropriate solutions for customers to provide top line revenue growth, customer acquisition levels and profitability. This includes customer management, understanding customer requirements, defining the correct equipment, demonstrating the solutions where required and following through to completion of the order process and installing and training as necessary.				
Roles & Responsibilities				
<ul style="list-style-type: none"> • Sales/Customer <ul style="list-style-type: none"> ○ Manages the assigned territory to familiarize themselves with the current customer base to increase sales ○ Develops new business from existing customer base, while growing the overall business through new customer acquisition ensuing sales targets are consistently met ○ Establishes the technical needs of the customer and suggests appropriate products and services to meet those needs ○ Organize and schedules customer sample testing ○ Provides accurate customer quotations and maintains as necessary using the CRM and Quoting platform ○ Maintains the CRM data for customers within their territory ensuring data is correct and up to date. ○ Follows up with customers through the sales cycle, answering any questions or resolving issues that may arise ○ Keeps customers informed of new technologies that may benefit their operations ○ Works with the Sales Manager on their individual sales funnel forecasting and reporting as required ○ Represents the company at relevant conferences, trade shows, and meetings as required • Product <ul style="list-style-type: none"> ○ Is the acknowledged product expert within their assigned sales territory for the assigned product line(s) ○ Has complete familiarity with the product(s), its assembly, and its optional components ○ Has a full understanding of the product's application in the market ○ Maintains demo/loan stock within their care, following all company procedures related to this area ○ Is familiar with competitor products understanding Opti-Tech's unique selling proposition and its limitations ○ Works with the appropriate Product Manager and Vendor product specialists as required • Marketing/ Customer Service Team <ul style="list-style-type: none"> ○ Works with the Sales Manager to develop revenue targets and profitability goals and reviews throughout the year to help achieve the agreed targets ○ Make recommendations for relevant tradeshow and marketing opportunities within their assigned territory ○ Collaborates with the marketing of products to maximize reach within their assigned territory ○ Creates user stories and technical application briefs to highlight how applications are solved ○ Works with customer service team with customer purchase orders, invoices, and collections as necessary • General <ul style="list-style-type: none"> ○ Identify and implement strategies to improve quality of service, productivity, and profitability ○ Liaises with company management to support and implement growth strategies ○ Stays informed on the latest industry techniques and methods related to the product range ○ Performs other work as assigned by the Sales Manager, or other senior management staff 				
Software				
<ul style="list-style-type: none"> • Maximizer CRM, Salesforce CRM • Microsoft Office, with emphasis on Excel, Word, PowerPoint and Outlook, Teams & SharePoint • Image Analysis and vendor specific imaging software 				

Key Skills/Competencies
<ul style="list-style-type: none">• Confident leader with excellent interpersonal skills
<ul style="list-style-type: none">• Self-starter and works with minimum direction
<ul style="list-style-type: none">• Team player who has a sense of humor with a can-do attitude
<ul style="list-style-type: none">• Confident communicator, with excellent written and verbal English communication skills. Knowledge of written and spoken French would be an asset
<ul style="list-style-type: none">• Effective problem analysis and problem-solving skills
<ul style="list-style-type: none">• Excellent time management skills and can effectively manage competing priorities ensuring work is completed within expected timescales.
<ul style="list-style-type: none">• Attention to detail ensuring accurate paperwork
Education & Experience
<ul style="list-style-type: none">• Relevant Bachelor's Degree in one of Chemistry, Biology, Applied Sciences, Material Sciences, Engineering, Business, or a related field.
<ul style="list-style-type: none">• Minimum of 3-5 years sales experience in a customer focused environment
<ul style="list-style-type: none">• Common sense approach with a sense of urgency to see tasks through to completion
<ul style="list-style-type: none">• Valid Canadian Driver's license with ongoing access to a vehicle
<ul style="list-style-type: none">• Ability to travel throughout Canada, with periodic international travel

The applicant must be a permanent resident or Canadian citizen. The successful candidate must also be eligible to obtain and maintain security clearances required for high security customer site access