

## **Outside Sales - Regina**

Aquifer Distribution Ltd. is looking to add an Outside Sales staff member to our Regina team. The ideal candidate for this role would be a high energy individual who enjoys working with customers and has in-depth knowledge of plumbing & HVAC.

### Job Overview

The Outside Sales Representative is responsible for selling corporate products and/or services through the achievement of opportunity-based sales quotas both in house and on the road in assigned territories or assigned customers. The Outside Sales Representative will reach his or her business targets through effective management of designated territories, telephone sales, and physical visits to customer sites. This individual will also develop ongoing, profitable relationships with customers and continually maintain a professional image of the company. Outside Sales Representatives work collaboratively with Inside and Counter Sales to meet customer needs and achieve sales targets. Integrity, vision, passion, and excellent communication skills are essential for this role.

### Responsibilities include but are not limited to:

- Cold-call prospects with leads that are generated by external sources
- Identify potential new customers in all business segments which may include municipal, industrial, commercial and contractor, maintaining and expanding the company's database of prospects
- Penetrate all targeted accounts and radiate sales from within client base
- Identify decision makers within targeted leads to begin the sales process
- Generate preliminary sales reports, create customer targets lists, and complete reporting on all accounts every six weeks in conjunction with minimum call schedule
- Travel within assigned sales territory doing outside sales in established and approved territories on a weekly basis and occasionally providing inside sales and support duties
- Make outbound follow-up calls to existing customers via telephone, in person, or email
- Handle inbound, unsolicited prospect calls and convert them to sales
- Ensure follow-up with calls-to-action, dates, complete profile information, sources, and so on within CRM system
- Ensure sales reports on all customers within assigned territories are completed
- Where necessary, support company marketing efforts such as trade shows, exhibits, and other events
- Emphasize product/service features and benefits, quote prices, discuss credit terms, and prepare sales order forms and/or reports as required
- Collaborate with Sales Managers to determine necessary strategic sales approaches setting goals by product line
- Enter new customer data and update changes to existing accounts in the CRM including any customer discounts
- Submit quotes or RFP responses to potential customers where possible
- Build and maintain an ongoing awareness of new products and services, competitor activities and other research
- Ensure freight costs are covered as per company policy on all customer products and manage customers within credit terms and limits
- Ensure warranty and customer returns/credits are handled properly, in a timely manner and in accordance with company policy

- Assist the purchasing department with the management of inventory levels, monitor and assist with the slow moving and/or dead inventory as requested
- Quotes and customer pricing must meet minimum profit margins as determined by targets established
- Communicate, investigate and troubleshoot customer service issues with management as they come up in a timely and professional manner
- Ensure all required reporting is completed in a timely manner. Maintain accurate records including, but not limited to, sales call reports, expense reimbursement forms, billing invoices, and other documentation
- Attend periodic sales training where applicable or as requested
- Always maintain professionalism, tact, diplomacy, and sensitivity to portray the company in a positive manner
- Work collaboratively with the rest of the sales team, covering responsibilities and customers, working together to achieve revenue and margin targets and to grow and expand the business
- Ensure proper opening and shut down procedures for all offices and compound areas are completed
- Assist to keep all work areas clean and professionally presented to our customers

#### Qualifications

The required qualifications for an Outside Sales Staff Member are as follows:

- Minimum grade 12 graduate
- 5 years of directly applicable industry experience in sales
- Basic computer skills required
- Valid drivers license required
- Sales experience preferred
- Must be a high energy individual – will be required to be on your feet for most of the day, some heavy lifting will also be necessary

#### What we offer

- Benefits
- Matching RRSP Plan
- Casual dress
- On-site parking
- Bonus programs

Interested applicants can forward their resume and cover letter to [careers@aquiferdist.com](mailto:careers@aquiferdist.com). Please indicate the position you are applying for in the subject line of the e-mail.