



## **Position: Technical Sales Representative – S.E. U.S.A.**

### **Summary:**

Promac Sawmill is looking to fill a new role; **Technical Sales Rep / S.E. United States**. The Technical Sales Rep is responsible for sales activity within a designated geographic region. This role increases company sales revenue and gross profitability by generating parts and machinery sales within the sales geography. The TSR grows product offering awareness through effective sales coverage, product demonstrations, and engaging with current and potential customers. The TSR reports to and works closely with the VP of Sales & Marketing to develop sales initiatives and strategies to attain annual budget targets.

### **Additional Responsibilities:**

- Target customers: Sawmills (End User's) within your AOR (Area of Responsibility).
- Identifies, researches, qualifies and pursues leads; calls on existing and new potential customers; responds to customer enquiries; negotiates transaction within limits of authority; and completes sales orders to meet revenue and gross margin targets
- Maintains business relationships with existing customers, while developing new relationships with potential accounts
- Covers the sales geography and visits customers on a regular basis, including customers that have not previously purchased from Promac Sawmill
- Collaborates with customers to understand needs and provide solutions
- Conducts product demonstrations when necessary
- Follows-up with all completed sales to ensure the customer is satisfied with their purchasing experience from Promac Sawmill
- Maintains Promac Sawmill's customer profile records in a timely and accurate manner, including maintaining the sales territory pipeline within the CRM system
- Keeps informed of competitive activity, products, and market conditions while communicating market intelligence back to appropriate Promac team members and management
- Travels and attends trade shows and other industry events as required

## **Experience & Education:**

- 3-5 years in a sales position having developed significant internal and external relationships
- Preferred post-secondary education, degree or diploma in business, engineering or related discipline. A combination of education and experience will be considered
- Strong knowledge of the Sawmill industry is a requirement
- An entrepreneurial mind; A driver of Sales and business development
- Ability to use software applications (ex. Microsoft Office, web-based applications)
- Ability to work flexible hours
- Excellent communication and customer relationship skills a necessity

Please apply with a cover letter and resume to Brent Ayley:

[brentayley@promacgroup.ca](mailto:brentayley@promacgroup.ca)