

Technical Sales Representative

**Southwestern Ontario – Waterloo Region and surrounding
(Automotive & Industrial Markets)**

Position Summary

The Technical Sales Representative is responsible for driving sales growth and market penetration across Southwestern Ontario – Waterloo Region and surrounding, primarily within OEM and Tier 1/Tier 2 automotive accounts. The role also supports customers in industrial automation, manufacturing, process, food, pharmaceutical, and related markets.

Success in this position requires strong technical aptitude, disciplined territory management, effective relationship building, and the ability to communicate value to stakeholders at all levels.

Reporting Structure

- Reports to the Ontario Sales Manager
- No direct reports

Key Responsibilities

Territory & Account Management

- Manage sales activities throughout the following: (Woodstock – Cambridge, Stratford, Kitchener, Waterloo, and Guelph)
- Develop and maintain relationships with OEMs, end users, distributors, contractors, consultants, and value-added resellers.
- Drive revenue growth through direct sales and distribution channels.
- Execute structured territory plans and sales activities.
- Maintain accurate customer, opportunity, and project records within CRM and company systems.

Business Development

- Identify and pursue new business opportunities through prospecting, networking, marketing initiatives, and strategic outreach.
- Expand market presence within automotive and targeted industrial sectors.
- Partner with Business Development Managers on strategic account and growth initiatives.
- Present tailored value propositions to engineering, operations, purchasing, and executive teams.

Technical Sales Execution

- Apply technical knowledge of industrial automation, machine assemblies, network control architecture, and manufacturing processes.
- Support customer evaluations, RFQs, and solution development in collaboration with engineering and product specialists.
- Provide market intelligence and competitive insights.
- Quickly develop understanding of new products, technologies, and applications.

Customer Relationship Management

- Deliver responsive, professional customer service.
- Build long-term customer relationships through technical expertise and reliability.
- Effectively manage objections, negotiations, and problem resolution.
- Maintain clear and professional written and verbal communication.

Professional Development

- Participate in ongoing product, industry, and professional training.
- Support global automotive initiatives as required.

Additional Requirements

- Perform other duties as assigned.
- Travel throughout the USMCA region as required.

Education

- Post-secondary education from an accredited college or university.
- Preference given to candidates with studies in Science, Technology, Engineering.

Experience

- 7+ years of technical sales experience in:
 - Industrial Automation
 - Machine Assemblies
 - Network Control Architecture
- Experience serving automotive and industrial manufacturing customers.

Knowledge & Skills

- Industrial automation technologies and applications
- Manufacturing and automation sales processes
- CRM platforms and digital sales tools
- Microsoft Office Suite
- Strong communication, presentation, negotiation, and relationship-building skills