

Position Profile

TITLE:	Technical Sales Representative
REPORTS TO:	Senior Management
LOCATION	Atlantic Canada Region

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As a Technical Sales Representative, individuals will work closely with customers and their sales team to grow and promote the sale of HVAC products and systems solutions provided Yorkland Controls Limited.

Candidate Profile

The successful candidate will demonstrate the following:

- Minimum - Bachelor's degree or Technical College and/or three to five years of proven sales or marketing experience (Mechanical)
- Proficient in Microsoft Office
- Strong organizational, communication and analytical skills Strong understanding of full sales process
- Experience utilizing customer relationship management software
- Minimum 5 to 10 years in a related technical sales position with preference given to those individual with a strong technical knowledge of Commercial HVAC Applications and/or Automation and Controls.
- Generally required knowledge includes HVAC controls systems, facilities management systems, site preparation, peripheral equipment installation and servicing.

Key Responsibilities

Close and grow sales through professional communication with existing and potential clients which include Mechanical Service Contractors, Control Contractors, Consultants, End-Users, and Property Managers.

- Manage and interpret customer requirements – speaking with clients to understand, anticipate and meet their needs.
- Assist with HVAC BAS Controls recommendations.
- Prepare and conduct business proposals and presentations.

- Increase Control service parts by building relationships with mechanical and control contractors.
- Responsible for selling and supporting customers' control projects and services to new and existing client.
- Communicate sales opportunities and customer concerns or suggestions.
- Identify and resolve client concerns; recommending a course of action to alleviate these concerns in the future.
- Support End-users, Consultants and Contractors in product and systems recommendation, design, fulfillment and after sales needs
- Coordinate company staff to provide exemplary service to customers.
- Expand market awareness of our products and our industry experience by communicating features and benefits of our products and systems effectively.
- Work with the engineering team to ensure customer project requirements are met
- Maintain records of customer communications and contact information as required
- Create technical presentations, webinars
- Prepare responses to RFP (request for proposals) and RFI (request for information)
- Attend and participate in trade shows, conferences and other marketing events
- Maintain awareness of pertinent client information, future plans, payment performance; communicate any client information that may affect company decisions to appropriate departments as needed
- Knowledgeable of the design tools and price calculations
- Research market requirements and market data
- Maintain knowledge of competitor products and identify and report intelligence on competitor pricing or marketing strategies
- Maintain current Yorkland product knowledge
- Demonstrate and explain best practices in control parts and systems techniques
- Submit a variety of sales status reports as required, including activity, closings, follow-up, and adherence to goals
- Submit quarterly customer visit plans; schedule client meetings and action plans for follow-up- responsible for setting the customer's expectations

How to Apply:

Interested candidates should reply by sending resume and supporting information to:

info@yorkland.net