



"Scaffold specialists since 1961."

SALES MANAGER POSITION DESCRIPTION

Armour Equipment is currently seeking an experienced, enthusiastic and dedicated sales professional who will further the company's success by effectively growing corporate sales revenue with existing and new customers.

General Summary

Based out of our Calgary headquarters, the successful candidate will oversee the management of all sales of the company's products and services.

The Sales Manager will ensure consistent, profitable growth in sales revenues through positive planning, organized lead tracking, expert product knowledge and effective quote development and negotiation. In addition, the successful candidate will work closely with internal departments, effectively develop client relationships, conduct sales presentations and provide weekly sales activity reports.

Core Functions

The Sales Manager will be responsible for successfully delivering the following initiatives:

- Work closely with the General Manager and other employees to develop in-depth product and industry expertise.
- Efficiently become up-to-speed with and oversee the management of corporate sales, lead tracking and quoting processes.
- Collaborate with the General Manager to determine and establish attainable sales goals for the company.
- Regularly be in effective contact with existing and prospective customers to develop positive relationships.
- Develop, deliver and negotiate project quotes with an aim to maximize both sales and profitability.
- Research and analyze competitor pricing, quoting and sales techniques to determine methods to drive greater Armour business.
- Electronically track, organize and evaluate customer leads.
- Prospect customers for new potential products.
- Conduct follow-ups for unsuccessful bids to determine and track customer feedback.
- Develop and provide insightful weekly sales activity reports and meet with the General Manager to review the sales funnel, successes and areas for improvement.



“Scaffold specialists since 1961.”

Core Functions (Continued)

- Oversee the delivery and tracking of customer feedback forms (provided at the completion of each project).
- Develop and deliver sales presentations.
- Work closely with other internal departments to develop quotes, gain customer information and meet with customers on-site.
- Travel to customer sites as required. Some overnight stays may be necessary.
- Attend industry tradeshow and industry association meetings, as required.

Reporting

The Sales Manager position will report directly to the General Manager.

Qualifications

- At least 8-10 years of successful experience in a B2B outside sales capacity.
- Experienced and skilled in tracking, evaluating and organizing sales leads.
- Expert knowledge of Microsoft Office.
- Problem-solving and analytical skills to interpret sales performance and to determine necessary measures required to close deals.
- A valid Alberta driver’s license.
- Excellent oral and written communication skills.
- Outstanding client relationship-building and presentation skills.
- Ability to work well with others.
- An outgoing, pro-active, energetic and “can do” attitude is a must.
- Specific experience in and knowledge of the scaffolding industry is considered to be a significant asset.
- A university degree in marketing or business studies is preferred.

Remuneration

This position will receive competitive base salary plus performance-based commission.

About Armour Equipment

Founded in 1961 and headquartered in Calgary, Armour Equipment is the most experienced independently-owned scaffolding company serving Southern Alberta. A third-generation family business, we pride ourselves in establishing long-term, loyal relationships with our customers, vendors and employees.

For further information or to apply, e-mail your resume to info@armourscaffold.ca or visit www.armourscaffold.ca. We thank all of those who apply; however, only those selected for interviews will be contacted.