



BRAMPTON
320 Clarence Street
Brampton, ON
L6W 1T5

WOODSTOCK
225 Bysham Park Dr. #1
Woodstock, ON
N4T 1P1

OTTAWA
53 James Street
#2
Arnprior, ON
K7S 1C9

UTOPIA
3 Napier Court #4
Utopia, ON
L0M 1T0

POSITION: Account Manager, Equipment Sales

REGION: Multiple Available

- **Southwestern Ontario (London/Woodstock/Windsor) – 2 Positions Available**
- **Toronto – 1 Position available**
- **Golden Horseshoe (Hamilton/Niagara/Brant) – 1 position available**

POSITION SUMMARY

Responsible for the development and execution of market strategy to attain desired market position within assigned territory. In addition to generating material handling equipment sales and sustained profits, this role is crucial in introducing prospective customers to the full All-Lift portfolio, including equipment service capabilities, industrial floor cleaning equipment, racking solutions, and the respective specialists on those businesses.

ESSENTIAL FUNCTIONS

Increase overall territory unit sales and revenues of New OEM Equipment and Used Equipment Sales for assigned product line(s).

Essential Functions Statement(s)

- Each Sales Account Manager has a defined territory which will become their area of responsibility for their specialized OEM equipment product line(s). The Account Manager shall have the responsibility for all customers and prospects within this defined area, except where existing customer relationships may exist.
- Identify and penetrate new accounts, building a strategic plan which recognizes geographies/industries/customers with most significant opportunities for growth.
- Conduct cold calls (including in-person cold calling), and engage with warm leads supplied by management through its acquisition efforts
- Consult with customers via site visits/meetings, provide and quote on the best material handling solutions for their particular needs.
- Develop strategic plans and work with management to ensure market position of assigned accounts and increase the sales volume and gross profit, year over year.
- Call on current and target accounts within your assigned territory, develop and make sales presentations and ensure adequate sales service and excellent customer service throughout every meeting.
- Responsible for effective communications with customers to address pre and post sales issues, building long-standing relationships between All-Lift and customers, and engaging fellow sales reps to support customer needs outside your immediate area of responsibility.
- Work closely with sales management to study and develop sales and marketing strategies to support selling to all customers within assigned territory.
- Maintain and update data for customer profiles on all accounts, keeping accurate records and updating every call, visit, and correspondence in All-Lift's CRM platforms.
- Attend regularly scheduled meetings internally and externally.
- Understands the importance of timely follow up with customers, managers and internal staff making communication a top priority.





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Requirements

SKILLS & ABILITIES

Education: Post-Secondary Degree Preferred; or relevant background of work experience

Experience: 2 - 5 years proven sales professional preferred; outside sales and equipment related industries preferred

- Experience and/or knowledge of Unicarriers, Combilift, and Aislemaster product lines a benefit

Computer Skills: Knowledge and abilities within Microsoft Office products, prior knowledge, and use of CRM

Other Requirements:

- Valid Drivers Licence. Travel required within your market, and to-and-from branches as required (vehicle provided)
- Travel: Must be able to travel to occasional training courses that may be outside Ontario, with our preferred OEM's (i.e., USA, Ireland)
- Must be certified or willing to become certified on the safe operation of a lift truck
- Must have excellent communication and customer service skills

WORK ENVIRONMENT

Work environment varies from office to job site to industrial locations

