

Company: Roctest Ltd
Job Title: Business Development Representative, Canada
Reports to: Sales & Marketing Manager

Position Summary

The Business Development Representative will be responsible for developing and managing clients and distributors in Canada. To achieve sales targets, he/she will have to maintain relationships with existing critical clients (Tier 1 and 2) as well as developing partnership with new clients. Part of the mandate is to work with engineering firms and project owners to elaborate monitoring solutions as well supporting various general contractors in Canada. This position will report to the Sales and Marketing Manager and the candidate will be based in St-Lambert, QC travelling approximately 20% of the time visiting existing and prospective customers. Product training will be provided at the company.

Key Responsibilities

- Develop strong relationships with regional key customers in the territory;
- Maintain regular contact with key customers, advisors, decision-makers, contractors, universities, and government agencies;
- Track relevant projects within the territory and maintain contact with project decision-makers at each phase of the sales cycle;
- Prepare quotations in a manner that produces the best opportunity for order conversion;
- Prompt follow-up of sales leads, quotes, and orders;
- Prospecting and generating new leads through cold-calling, networking, referrals, etc.;
- Generate sales reports and forecasts as requested by leadership;
- Meet or exceed regular sales targets for the assigned territory;
- Respond promptly to customer inquiries;
- Create, deliver presentations, and demonstrate products relative to customer needs;
- Provide pre-sales technical assistance and product training;
- Assist with on-site installations, service and calibrations when required;
- Update all sales tools such as QuoteWerks, and the CRM as directed by the company;
- Stay current on product and applications knowledge;
- Attend industry trade shows and exhibits as required;
- Assist with accounts receivable collections as requested by the company;
- Provide competitive intelligence to the marketing department;

Experience, Skills and Education

- Minimum of 3-5 years of experience in technical sales required;
- Degree in Engineering, Science, or equivalent industry experience;
- Ability to travel up to 20% of the time;
- Exceptional verbal and written communication and reporting skills. Must be able to work and communicate with both technical and nontechnical personnel and can write professional, accurate and routine reports and correspondence;
- Good understanding of operating analytical devices is essential
- Ability to relate well to people, especially other engineers, and customers of various nationalities;
- Strong communication and presentation skills with professional image;
- High degree of independent judgment and integrity;
- Strong computer skills and experience with modern business software tools (CRM, MRP, Office);
- Bilingual (English and French)
- Strong interpersonal and presentation skills with the ability to understand client's needs and present solutions;
- Candidate must be a self-motivated, results drive professional with self-confidence and discipline and the ability to work autonomously as well as within a team environment.
- High degree of independent judgment and integrity;

Company Background

Founded in 1967, Roctest is a world leading developer and manufacturer of sensing technologies for civil engineering and industrial applications. With two technologies: vibrating wire – well-known and proven, and fiber optic – state-of-the-art and next-generation, Roctest offers a complete toolbox of sensor solutions for geotechnical and structural applications. Roctest is now the largest fiber optic sensor manufacturer with the most civil engineering installations in the world. Please visit: www.roctest.com.