



## **CANADIAN SALES MANAGER**

### **THE OPPORTUNITY**

AMI Attachments is an industry leading North American manufacturer of quality, reliable attachments for excavators, backhoes, wheel loaders and other heavy construction equipment. With a head office and manufacturing facility in Ontario, west of Toronto in the Region of Waterloo, AMI Attachments serves the heavy equipment attachment market across Canada and the United States.

### **JOB SUMMARY**

The Manager, National Sales will be responsible for leading and managing all sales activities within AMI Attachments defined sales region (Canada). This leadership role requires a seasoned professional sales leader with a proven track record in driving revenue growth, developing a high – performing team, and building strong relationships with dealers and end-users. The ideal candidate will bring deep construction attachment industry knowledge, strategic vision, and a results-driven mindset to achieve sales targets and expand market share.

### **EDUCATION / EXPERIENCE:**

- Bachelor's degree in a business, Sales or Management related field; MBA Preferred.
- Will accept 10+ years of experience in Sales Management, Business Development Management, Sales or Strategic Partnerships, with at least 5 years in a senior leadership role.

### **KNOWLEDGE AND SKILLS:**

- Demonstrated success in market expansion, revenue growth, and partnership building.
- Strong knowledge of heavy equipment attachments and relevant market dynamics.
- Excellent negotiation, communication, relationship-building, and conflict resolution skills.
- Strategic and analytical mindset with a hands-on approach to execution.

### **KEY COMPETENCIES:**

- Leadership: Ability to lead, mentor and motivate a diverse team.
- Strategic thinker with the ability to translate vision into actionable plans.
- Analytical and financial acumen.
- Excellent communication, negotiation, and relationship-building skills.
- Proficiency in CRM systems, sales analytics, and forecasting tools.
- Excellent communication and presentation skills.

### **RESPONSIBILITIES:**

#### **Sales Leadership**

- Mentor, Lead, and develop a team of Regional Territory Managers and Business Sales Partners to maximize performance and foster a high performing culture.
- Lead by example in customer and partner interactions, establishing a high standard for the team's engagement and communication abilities.
- Identify and implement tools, training, and resources that empower the team to exceed responsibilities and targets.
- Create a collaborative environment that encourages team members to contribute ideas, share feedback, and take ownership of their responsibilities.



## **Strategic Resource Development**

- Support the development and implementation of scalable sales tools, training programs, and resources as required to improve team effectiveness and efficiency.
- Support the development and execution of sales processes as required to streamline operations and enhance customer engagement.
- Collaborate with marketing and Business Development teams to provide sales resources, including product training materials, competitive insights, and market data.
- Ensure the sales team has the technology and analytics tools needed to manage pipelines, forecast accurately, and make data-driven decisions.

## **Sales Strategy and Execution**

- Responsible for the execution of the sales strategy in Canada, that will achieve revenue, profitability, and market share objectives.
- Monitor performance targets for the of sales teams, ensuring alignment with both short-term and long-term objectives.
- Identify and target new business opportunities while strengthening existing relationships with dealers and end users.
- Monitor market trends, customer needs, and competitor activities, adapting strategies to maintain a competitive edge in collaboration with key internal stakeholders.
- Regularly analyze sales performance and market conditions to identify areas for improvement and new growth opportunities.

## **Collaboration and Communication**

- Act as a key liaison between sales, marketing, business development, product support, and executive leadership, ensuring alignment on all goals and priorities.
- Provide clear, actionable communication to the sales team regarding company objectives, industry trends, and strategic initiatives.
- Represent the company at industry events, trade shows, and customer meetings, strengthening brand presence and fostering relationships.

## **Performance Management and Reporting**

- Support the establishment of key performance indicators (KPIs) to measure and drive sales team success.
- Prepare and present sales forecasts, progress reports, and market analysis as required.
- Continuously evaluate team performance and implement improvement plans as needed to ensure achievement of goals in collaboration with HR.

## **Working Conditions**

- Travel required up to 75%
- Remainder of time will be in office.

## **COMPENSATION**

- Salary starting at \$100,000 per year.

Use our online application form, or email your cover letter and resume to: [careers@amiattachments.com](mailto:careers@amiattachments.com)