



Posting Date: Tuesday, February. 1st, 2022

Job Title: Regional Sales Manager

Department: Technical Specialists – Service, Support, and Sales

Reports To: VP, Sales and Marketing

Direct Reports: None

Location: Edmonton, AB, CA

About our Company: Boreal Laser develops, manufactures, and sells Laser Based - Open Path Gas Detection Products for industrial leak detection applications all around the world through a network of Tier-1 distributors.

Position Summary: Day-to-day responsibilities as the primary point-of-contact for assigned Distributors, Integrators, Re-Seller, or Customers to make technically suitable and profitable sales to meet set revenue targets.

As the primary point-of-contact for assigned Distributors, you will be responsible for enabling:

- Pro-Active Business Development efforts through both the Distributor's Product Champion and Account Managers throughout their Territory. This role's purpose is to educate, empower, and motivate Account Managers to reach-out to End-Users about specific applications and opportunities for our products.
- Providing Technical Sales Expertise to Distributors ensure that each project is properly Technically Qualified, and that the Distributor/End-User are aware of what is required for the systems integration.
- Maintain Sales Forecast for both production planning and cash flow purposes.
- Application Support: You are not expected to provide direct Technical Support to Distributors or End-Users beyond basic system functionality, but you are responsible for ensuring proper integration and to make sure that the Distributor and/or End-User are receiving timely and sufficient responses from Boreal Laser's Technical Support Team.
- Relationship Management: You are responsible for building and maintaining a strong relationship with your assigned Distributors and our customers.



Education Requirements: Successful past candidates have had formal education in Instrumentation as a Technician/Technologist/Engineer. We're certainly open to looking at other technical backgrounds or experience relating to the installation, commissioning, service, support or sales of either gas detection, measurement instrumentation, analytical equipment, or control systems used in industrial applications.

Desired Work Experience: Prior experience with either gas detection, measurement instrumentation, analytical equipment, or control systems in any of the following areas is an asset:

- Field experience with installation, commissioning, and troubleshooting,
- Project Management experience,
- Inside or outside sales experience,
- Account Management experience,
- Mentoring, motivating, and managing a team, or as a
- Regional Sales Manager

Training/Development: The candidate will be placed through a Technical Development Program which has been put in place for new hires to help create an understanding of Boreal Laser's Culture, Technology, and Products through direct exposure to each of Boreal Laser's technical segments. The candidate will spend time in Production learning to build, configure, and calibrate our line of GasFinder Analyzers before moving over the Technical Specialist Team where you'll be exposed to customer facing roles in service, support, and sales. The goal of the Technical Development Program is to develop employees that have sufficient technical training to not only perform their duties but also allows for advancement within the organization.

Requirements:

- Strong interpersonal and teamwork skills
- Persuasive and enthusiastic personality
- Ability to manage customer expectations/experience
- Comfortable and confident in presenting technical information
- Proven troubleshooting capabilities
- Detail oriented
- Ability to lift 20 kg (45 lbs.)
- Expected Hours of Work: 8 hours/day, 5 days/week, with occasional overtime
- Experience with using standard hand and power tools
- Willing to travel domestically and internationally (estimated 6-12 weeks per year)
- Familiarity with Microsoft Office (Word, Excel, PowerPoint, etc.)
- Class 5 Drivers License
- Fulfills the requirements necessary to enter/work in an industrial facility
- Has the ability to obtain: WHMIS, CSTS, Fall Protection, and H2S Alive
- Perform all work in a safe manner according to procedures and protocols



The job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change, or new ones may be assigned at any time with or without notice.