

# Area Dealer Manager - Alberta/Western Canada - Passenger & Light Truck Tire

## Your tasks

\*The Territory covered will be Alberta, British Columbia, Manitoba, and Saskatchewan. Candidates must be located in the Edmonton or Calgary Area\*

The role of an Area Dealer Manager is dynamic and challenging. This position rewards the self-driven relationship builder with an entrepreneurial spirit. We want you to treat your area of customers like your own business, while living the Continental values of trust, for one another, freedom to act and passion to win.

Responsible for growth and profitability of assigned territory within Canadian Passenger & Light Truck focusing on Car Dealers. Main contact between customer and Continental to ensure customer needs, company standards and business objectives are met. Keep in contact with clients, answers their questions, and deal with complaints. Predicts future market trends and develop new sales ideas. Increase Sell-In and Sell-Out for retail dealers in territory through communication and programs. Maintain monthly updates with manager.

### Tire Dealer Visits/Training/Communications

- Product education and promotion
- Price updates/specials
- Supplying marketing material
- Promoting Continental marketing events/incentives/rebates

Achieve assigned sales targets in assigned region and accounts

- Assist marketing with co-op program guidelines and local event participation (tent sales, golf tournaments and other existing retail marketing activities)

- Promoting and training Continental products and programs
- Sourcing product/arranging deliveries

### Follow-up Phone/Email

### Spring Booking/Winter Booking/Incentives

- Planning, organizing, executing, follow ups

### In house communications

- inside sales, warranty, accounting, logistics, marketing, product planning, forecasting, meetings

At Continental we look for people who...

share our vision, are reliable, live our value, dare to change, foster diversity, are collaborative and love to create a valuable impact.



Job ID

**REF57299M**

Field of work

**Marketing and Sales**

Location

**Edmonton**

Leadership level

**Leading Self**

Job flexibility

**Remote Job**

Legal Entity

**Continental Tire Canada, Inc.**

## Your profile

### BASIC QUALIFICATIONS

- Bachelors degree or Equivalent AND 1+ year related professional experience OR minimum 3+ years related professional experience if no Bachelors degree
- Knowledge of the principles, practices, and standard methodologies of Sales coupled with a knowledge of the standard Marketing programs to provide advisory services, understand financials and follow industry standards
- Advanced knowledge of Microsoft Suite: Word, Excel and PowerPoint.
- An excellent communicator and problem solver
- Persistent, energetic and results-driven
- Self motivated with a high degree of organizational and planning skills
- Team player, customer-oriented, assertive, pro-active and able to work independently
- Legal Authorization to work in Canada is required.
- Valid Drivers license and passport
- Continental is not able to pay relocation expenses for this opportunity.
- Ability to work remotely with frequent travel (50%)

### PREFERRED QUALIFICATIONS

- Bachelors degree or Equivalent and 3+ years related professional experience OR minimum 6+ years related professional experience if no Bachelors degree
- Masters Degree
- Salesforce, PowerBI, and/or CRM experience an asset.

## Our offer

Work remotely with frequent travel

Ready to drive with Continental? Take the first step and fill in the online application.

## About us

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In **2023**, Continental generated **preliminary** sales of **€41.4** billion and currently employs around 200,000 people in **56** countries and markets.

With its premium portfolio in the car, truck, bus, two-wheel and specialty tire segment, the Tires group sector stands for innovative solutions in tire technology. Intelligent products and services related to tires and the promotion of sustainability complete the product portfolio. For specialist dealers and fleet management, Tires offers digital tire monitoring and tire management systems, in addition to other services, with the aim of

keeping fleets mobile and increasing their efficiency. With its tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.