

Territory Sales Manager - Southern Alberta - Truck Tire

Your tasks

HOW YOU WILL MAKE AN IMPACT

SG 10

Candidate must be located in the Calgary, AB area

The role of a Territory Sales 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.

The territory will be central to Calgary, AB. The incumbent would ideally be based from his/her home office in Calgary. The Territory Sales Manager will develop business partnerships with key accounts and coordinate sales and training with each account on a regional level. Drive National Account sales for Continental Tire North America CTNA product and assist in Dealer sell out. This is an open position and selection will not be supported with AI assistance.

Specifically:

Sales

- Sales Calls - Face to face meetings with call plans followed up by CRM entries.
- Utilize all Continental provided products and tools including Truck Tire, Conti Retread Solutions, Digital Solutions, Salesforce, ContiTrack2 and ContiAdvantage to provide the overall lowest driving cost and an excellent experience for our customers.
- Retain and grow existing accounts and solicit new business by executing the sales strategy.

Planning

- Effectively manage territory through prioritization and maximum efficiency to ensure that corporate objectives, including established call frequencies and individual objectives are met.
- Develop and maintain territory coverage plan. Territory, Account, Opportunity and Call planning.
- Develop and maintain sales activity at key regional fleets, both national account and dealer controlled within areas of geographic responsibility. Achieve assigned sales targets in assigned region and accounts.
- Function as account manager for target dealers as assigned by Sales Managers.
- Participate in sales meetings, product and training meetings and new account development at target dealers.
- Identify opportunities for new product lines. Assist in the development of product strategy per key account to ensure current product lines are renewed or discarded in a normal product life cycle plan so that



Job ID

REF79704X

Field of work

Marketing and Sales

Location

Calgary

Leadership level

Leading Self

Job flexibility

Remote Job

Legal Entity

Continental Tire Canada, Inc.

competition is not able to circumvent the market share of CTNA at the account.

Manage Pricing and Profitability

- Assist Sales Manager in developing programs and concepts to achieve sales and profit objectives. Monitor progress to objectives and aid the customer in developing and implementing corrective action plans, when needed.

Dealer & Fleet Training

- Develop and provide training for both company and dealer personnel. Conduct one-on-one training on product, selling and inventory management.

Market Analysis

- Conduct market intelligence to ensure sell out pricing in retail market. Analyze customers and market conditions to provide management with data about market trends, competitive products, pricing, promotions and programs, and assist in monthly article forecast with regional management. Identify opportunities and market new product lines through customer needs-analysis and knowledge of competitor products.

Additionally:

Forecasting

- Assist in coordination, monitoring, and managing inventory and production planning to meet the forecast and unit objectives per key account. Ensure forecasting by article number is current and accurate to ensure supply to retailers.

Administration

- Manage and resolve all operational and administrative issues that occur with the key accounts, such as billing errors, shipping errors, and other claim issues.
- Respond to all inquiries, both internal and external, on a timely basis; prepare weekly itineraries and expense reports; prepare routine and special reports as required by management; and maintain a professional image.
- Prepare professional presentations.
- Utilize Salesforce for documenting sales activities.

Your profile

WHAT YOU BRING TO THE ROLE

- Relevant Bachelor's degree AND 1+ year of related professional experience OR minimum 3 years relevant sales experience if no relevant Bachelor's degree
- 1+ plus year of professional sales experience
- Sales and Marketing Activities - Demonstrated experience and skills in Sales and Marketing. Select and use the sales tools during process. Identify needs and/or opportunities. Present solutions/ options.
- Functional knowledge - Knowledge of the principles, practices, and standard methodologies of Sales coupled with a knowledge of the standard Marketing programs to provide advisory services. Comply

with corporate policies. Understand financials. Think globally and act locally. Follow industry standards

- Microsoft Programs experience. Fills and modifies templates and tables, charts and uses effectively various format functions.
- Consulting services - Knowledge of various special Sales and Marketing programs to assist management in meeting goals.
- Oral and Written communications - ability to use effective oral communications to present ideas/explain material to a variety of audiences
- Ability to lift Truck Tires
- Travel required
- Valid driver's license and passport are required.
- Legal Authorization to work in Canada is required.
- Continental is not able to pay relocation expenses for this opportunity.

ADDITIONAL WAYS TO STAND OUT

- Tire industry experience
- Outside sales experience

Our offer

This job ad is not AI generated and there is an open position for this posting.

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

About us

THE COMPANY

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 2024, Continental generated sales of €39.7 billion and currently employs around 190,000 people in 55 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.

Are you ready to shape the future with us?