

# Sales Operations Lead

## Your tasks

### HOW YOU WILL MAKE AN IMPACT

#### SG 11

This is an open position and the use of AI is not used in the selection process. The starting salary for this opportunity ranges from \$88,000 to \$100,000 depending upon experience.

The Sales Operations Lead will be the main point of contact for all sales operations activities and driver of operational excellence and enhanced customer centric focus processes within the sales team.

The successful candidate will be responsible for development and execution of actionable recommendations to meet strategic business objectives and customer requirements. Analyzing sales data to identify areas of improvement and recommend strategies for optimizing sales processes, platforms, and procedures.

The position will drive and support key sales projects and initiatives involving cross functional areas of the business. Creating and maintaining accurate and up-to-date sales data and reports on a regular basis.

### Duties & Responsibilities

- Analyze sales data to identify areas of improvement and executes strategies for optimizing sales processes, platforms and procedures.
- Support the PLT (Passenger 7 Light Truck) & TT (Truck Tire) sales teams by creating and managing CRM/Power BI with process improvement, measurement, tracking and analytics relevant to their functional areas.
- Participate/lead key sales projects aimed at improving sales and operational efficiencies and support account creation/EDI connections.
- Generate and maintain accurate reports, detailing various aspects of sales operations data, including but not limited to sales figures, customer trends, and employee productivity.
- Design business planning tools for PLT & TT Sales Teams
- Partner with Sales and Marketing departments to support customer tradeshow, events, and sales team meetings.
- Be the primary point of contact for all sales operations inquiries, managing and responding to requests, answering questions and addressing concerns in a timely and professional manner.
- Coordinate with other departments as needed to resolve sales operations issues and ensure smooth communication and collaboration.
- Act as coordinator between Sales and Pricing (PLT, TT, Retread) to communicate price files and MAP activities.



Job ID  
**REF83399E**

Field of work  
**Marketing and Sales**

Location  
**Mississauga**

Leadership level  
**Leading Self**

Job flexibility  
**Hybrid Job**

Legal Entity  
**Continental Tire Canada, Inc.**

- Enhance sales productivity by enabling the team to work smarter by organizing team training, marketing content, and Sales Force platform.
- Manage on-boarding training and scheduling of new sales talent including sales policies and procedures.
- Participate in Sales forecasting activities.
- Maintain internal and external sell in and sell out programs (Annual agreements, IPP platform, SIBP, InnerCircle, Car Dealer special programs, Retreader Agreements)
- Assist with the development and implementation of sales incentive programs.
- Maintain special requests, customer agreements and contract records system. (K2)
- Develop and implement (SOP's) standard operating procedures for sales operations.
- Monitor compliance with sales operations procedures and take corrective action as necessary.

## **Your profile**

### **WHAT YOU BRING TO THE ROLE**

- Relevant Bachelor's degree in business, sales, or related field AND 5 years experience in sales operations or a similar role (eg. Marketing, Operations) OR 10+ years if no Bachelors Degree
- Excellent organizational skills and attention to detail
- Strong analytical skills and ability to identify trends
- Proficient in Microsoft Office, with aptitude to learn new software and systems
- Advanced power BI skills
- Experience with Salesforce or other CRM software
- Ability to work independently and with a team to meet deadlines.
- Highly motivated and results-oriented
- Ability to lead/take ownership with a strong business acumen.
- Problem-Solving Abilities: Strong problem-solving skills to identify project risks and issues early and develop effective solutions.
- Excellent verbal and written communication skills to effectively convey project goals, updates, and results to stakeholders at all levels.
- Exceptional time management skills to juggle multiple projects and priorities simultaneously.
- Ability to travel up to 10-15% of the time

### **ADDITIONAL WAYS TO STAND OUT**

- 7 years with Master's degree in business or related field
- Project management experience
- Familiarity with Six Sigma or other process improvement methodologies
- French an asset
- SAP an asset

## **Our offer**

### **THE PERKS**

- Competitive wages and bonus
- Comprehensive benefit package for self and family
- RSP contribution
- Flexible work environment

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## **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 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?