

# Territory Sales Manager - Manitoba/Saskatchewan - Truck Tire

## Your tasks

### HOW YOU WILL MAKE AN IMPACT

#### SG 10/11

The Territory for this position includes the Manitoba and Saskatchewan areas. Candidates must be located within the Territory.

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 incumbent would ideally be based in the Manitoba/Saskatchewan area and will work from his/her home office.. 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



Job ID  
**REF96202P**

Field of work  
**Marketing and Sales**

Location  
**Regina**

Leadership level  
**Leading Self**

Job flexibility  
**Remote Job**

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

of product strategy per key account to ensure current product lines are renewed or discarded in a normal product life cycle plan so that 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.

This is an open position and the use of AI is not used in the selection process.

## 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.

- 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.

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

- Truck Tire industry experience
- Outside sales experience

#### **Our offer**

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

#### **About us**

##### **THE COMPANY**

**Continental** is a leading tire manufacturer and industry specialist. Founded in 1871, the company generated sales of €19.7 billion in 2025 and currently employs around 78,000 people in 54 countries and markets.

Tire solutions from the **Tires group sector** make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental has been delivering top performance for more than 150 years and is one of the world's largest tire manufacturers. In fiscal 2025, the Tires group sector generated sales of 13.8 billion euros. Continental's tire division employs more than 56,000 people worldwide and has 19 production and 16 development sites.