Field Sales Representative - Ontario - Passenger & Light Truck Tire

Your tasks

HOW YOU WILL MAKE AN IMPACT

The candidate will be ideally based in the Durham or York region and main territory will be East Ontario with minimal coverage of the Atlantic provinces.

This is an entry-level field sales position designed to lay the groundwork for a successful, long-term career with Continental, a global leader in future mobility solutions. The initial assignment will involve a lengthy training period that provides a comprehensive understanding of the tire industry, our company, our sales strategy, and our customers. The training period will include extensive exposure to different departments across the Continental organization, opportunities to actively contribute while learning through special project assignments, participation in sales and management courses, and travel with our current field sales managers to gain hands-on experience.

Upon completion of the training period, field sales representative can look forward to:

- Company car and gas card
- Corporate credit card for all travel and business expenses
- Increased earning potential through Continental's Sales Incentive Bonus Program, on top of a competitive base salary

The Field Sales Representative position offers a significant amount of responsibility and independence compared to other entry-level roles. This autonomy is paired with the support, mentorship, and resources needed to ensure not only sales success, but also professional and personal growth.

- Achieve incremental annual sales growth in assigned territory by building relationships with Continental's retail customers
- Conduct regular in-person meetings and training with existing Continental customers to grow share of account
- Analyze customer and market conditions in assigned territory to identify sales opportunities
- Assist sales managers in the development and execution of sales strategy within geographic areas of responsibility
- Determine weekly travel schedule based on territory sales strategy and individual goals
- Ensure the success of product launches and consumer promotions through effective communication and coordination of digital and point-of-sale marketing materials with customers
- Plan and attend customer events organized by Continental and customer base within assigned territory.

Job ID
REF99953M

Field of work
Marketing and Sales

Location
Mississauga

Leadership level
Leading Self

Job flexibility
Remote Job

Working time
Full Time

Salary classification
65,500 CAD - 71,500 CAD yearly gross

Legal Entity
Continental Tire Canada, Inc.

This is a newly defined and open position. Expected annual base salary for this role is $65,500-71,500 plus sales bonus. Salaries are based upon candidate skills, experience, and qualifications, as well as, market and business considerations.

Your profile

WHAT YOU BRING TO THE ROLE

- Bachelor's degree or 2 years sales experience
- Ability to travel over 60% of the time
- Valid Driver's License and passport
- Thrives in new and dynamic settings
- Assumes ownership and responsibility for individual contributions
- Has a passion for working with diverse teams to deliver results
- Legal authorization to work in Canada is required.

ADDITIONAL WAYS TO STAND OUT

- Bachelor's degree in Marketing or Sales and 2 years sales experience
- Bilingual in French

Our offer

THE PERKS

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

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 76,000 people in 54 countries and markets.

Tire solutions from the **Tires group sector** make mobility safer and smarter. 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 currently employs around 53,000 people worldwide and has 19 production and 16 development sites.