



DEL Equipment is Canada's Premier Truck Body Upfitter. DEL engineers, designs, and manufactures truck body and equipment solutions. DEL has been serving the Canadian market for over 65 years and delivers "Toughness you can trust™". DEL has a broad and diverse customer base including municipalities, truck dealerships, national fleet accounts and business operators who want a superior experience when getting their vehicles up-fitted with quality truck bodies and truck equipment. We pride ourselves on consistently high levels of product quality, service and lasting customer relationships.

We have an opportunity for an enthusiastic, proven Sales Representative to join our Ontario Team. Reporting to the Branch Manager, you will be responsible for selling our full line of products including specialized fabricated bodies, cranes, Swaploaders, a broad range of standard and custom truck bodies and truck equipment within the Southern and Southwestern Ontario Region to grow our business, while providing superior service to our existing customer base. Products manufactured or distributed by DEL are recognized in the field as "World Class".

If you are passionate about automotive and trucking equipment and a "hunter" who is eager to develop new client relationships and expand our presence in the region, DEL would like to hear from you!

### **Sales Representative - Southern and Southwestern Ontario Region**

Through excellent sales, customer service and presentation skills, the Sales Representative must be able to maximize potential revenues by growing existing customers and prospecting new customer accounts.

#### **Key Accountabilities:**

- Represent DEL in Southern and Southwestern Ontario to support truck equipment and accessory sales and service
- Liaison between customer and the company for all aspects of sales including analysis of requirements to identify appropriate equipment applications/accessories to meet their needs
- Expand market opportunities for existing and new customers within the assigned territory
- Develop strategies and plans to increase opportunities within assigned customer accounts
- Prepare and conduct presentations to promote the DEL product line features and benefits including performing product demonstrations
- Provide customers with product solutions, proposals, quotes and purchasing options to ensure customers receive the best value possible
- Conduct after-sale follow up and respond to customer issues
- Maintain customer relationships with key influencers at multiple levels
- Leverage marketing resources to ensure customer brand awareness; provide input to the marketing team
- Remain current on the competitive marketplace
- Develop and implement an annual sales plan to support existing customers and prospect new business
- Participate in weekly planning meetings and update the customer information database

#### **Key Qualifications:**

- Minimum two years' related sales experience in automotive/heavy equipment and at least 5 years combined sales experience
- A solid track record for identifying and engaging new customers/business opportunities to consistently exceed targets
- Experience with both direct end-user customers and truck dealer network would be an asset
- Post-secondary education in mechanical/automotive/equipment with knowledge of Trucks, Truck Equipment, Hydraulics and Electrical is a benefit

- Exceptional interpersonal, communication (verbal and written), presentation skills and a history of long-term, high-trust customer relationships
- Results driven with strong sales discipline, organizational skills, business acumen
- Customer centric with high energy and passion for our products and our services
- Excellent negotiation, problem solving and influencing skills
- Adaptable to changing priorities with a sense of urgency
- Proficient with Microsoft Office including Excel, PowerPoint, and Word
- Knowledge of the government procurement practices to lead tender responses
- Willing and able to travel as required and possess a valid Driver's License and clean driver's abstract; Trucking Class license an asset.

DEL offers a challenging, innovative, fast-moving environment with career advancement opportunities, competitive overall compensation and benefits package including an attractive sales incentive program. We are an equal opportunity employer and value diversity and a safe and respectful workplace.

To apply, please send your resume with a cover letter indicating why you think you would be a great fit for the role to [Careers@delequipment.com](mailto:Careers@delequipment.com)

*Creating Strength Through People! [www.delequipment.com](http://www.delequipment.com)*