

## **Outside Sales - Regina**

Aquifer Distribution Ltd. is looking to add an Outside Sales staff member to our Regina team. The ideal candidate for this role would be a high energy individual who enjoys working with customers and has in-depth knowledge of plumbing, HVAC, and water treatment.

### Job Overview

The Outside Sales Representative is responsible for generating new business and growing existing accounts within an assigned territory or product line. This role supports company revenue goals by identifying customer needs, providing product and service solutions, and ensuring a high standard of service throughout the sales process. The Outside Sales Representative is a key driver of business success through proactive territory management, strong customer relationships, and collaboration with internal teams to deliver reliable, high-quality service that supports long-term customer partnerships.

### Responsibilities include but are not limited to:

- Respond to customer inquiries and resolve service issues promptly and professionally.
- Provide customers with accurate product details, pricing, availability, and delivery timelines.
- Process customer orders, coordinate inventory fulfillment, and arrange shipping or pickup.
- Ensure all pricing, quotes, and freight charges meet company guidelines and gross profit targets.
- Build and maintain strong customer relationships.
- Collaborate with internal teams to align on order fulfillment, inventory, and customer needs.
- Escalate customer issues to management when necessary to ensure effective resolution.
- Identify and drive up-selling and cross-selling opportunities.
- Maintain accurate and up-to-date customer information, quotes, and sales activities in the CRM system.
- Manage customer credit terms and ensure freight costs are covered in line with company policy.
- Ensure warranty claims, returns, and credits comply with company policies.
- Identify and communicate inventory issues, including low stock levels, to support timely purchasing decisions.
- Participate in team meetings, training sessions, and development opportunities.
- Pursue ongoing development through training and in-house knowledge sharing.
- Maintain up-to-date knowledge of product features, benefits, and competitive positioning.
- Support and execute the company's marketing strategy and initiatives including trade shows, customer events, and promotions.
- Generate leads and develop new business opportunities through cold calling, prospecting, referrals, and networking.
- Identify and pursue potential customers across all relevant sectors including municipal, industrial, commercial, and contracting.
- Develop and manage a pipeline of sales opportunities to drive revenue growth within the assigned territory or product line.
- Collaborate with managers to align on strategy, set sales goals by product line, and support pricing decisions.
- Other duties as assigned.

### Qualifications

The required qualifications for an Outside Sales Staff Member are as follows:

- Minimum grade 12 graduate
- 5 years of directly applicable industry experience in sales

- Basic computer skills required
- Valid drivers license required
- Sales experience preferred
- Must be a high energy individual – will be required to be on your feet for most of the day, some heavy lifting will also be necessary

What we offer

- Benefits
- Matching RRSP Plan
- Casual dress
- On-site parking
- Bonus program

Interested applicants can forward their resume and cover letter to [careers@aquiferdist.com](mailto:careers@aquiferdist.com). Please indicate the position you are applying for in the subject line of the e-mail.