



**COASTAL Blending & Packaging** is Atlantic Canada's premier liquid chemical blending, packaging, storage, and services company. COASTAL specializes in a core product portfolio of over 1,400 traditional lubricant, water, solvent, alcohol based chemicals, and low viscosity petroleum based products servicing the retail, fleet, industrial and marine segments throughout Canada as well as exports to the U.S. and several other countries.

We are currently recruiting for the position of Territory Sales Representative for the Atlantic Region.

**Job Purpose:**

The Territory Sales Representative primary responsibility is to achieve the revenue and profit goals within the assigned territory. In addition, the Territory Sales Representative is responsible for developing sales coverage plans for their territory and recruiting new distribution channels where gaps exist.

**Responsibilities:**

- Gaining market share through providing sales support (technical, marketing, management, etc) to existing distributors as well as building new relationships in order to meet territory sales targets
- Negotiating agreements with potential distributors in order to ensure we maximize distributor performance
- Attending trade shows and industry functions to support growth through the distribution network
- Working with distributors on tender opportunities as required and determine the appropriate win strategy including considering whether the customer could be best served directly or through the Distributor network
- Developing, owning and managing the Territory's pipeline of opportunities (sales funnel)
  - Promoting high value products to ensure optimal profitability
  - Working with internal/external resources as required to grow and develop a healthy pipeline of opportunities
  - Aligning marketing initiatives to optimize sales performance
  - Maintaining an updated & current forecast of volume, margin and revenues based on the pipeline
  - Setting prices for services and conducting margin analysis
  - Defining what is included/excluded
  - Defining standard terms & conditions of services
  - Developing the business case for new opportunities
  - Analysis & estimates of work efforts & resources required to execute on requirements

**Qualifications:**

- Strong knowledge of, and experience with, leading sales methodologies
- A proven ability to develop, manage and drive business growth to achieve Company goals
- Strong business and financial acumen and an ability to clearly & passionately communicate the Company's selling proposition to potential new clients
- Ability & willingness to travel
- University or Community College Graduate, coupled with 3 to 5 years relevant experience (sales channel, account management, cold calling)
- Industry knowledge is an asset with the ability to understand and articulate insights about industry trends as they relate to the customer
- Effective oral and written communication with a high degree of computer literacy
- Understand and maintain the highest levels of confidentiality
- Ability to work under time constraints and meet deadlines while managing conflicting priorities in a fast-paced, customer-driven environment
- Strong analytical ability and proven negotiation skills

Interested candidates please forward your resume and cover letter to:

**Attention:** Marlene Keith, Human Resource Generalist

**Email:** [marlene.keith@coastalbp.com](mailto:marlene.keith@coastalbp.com)

**Confidential Fax:** (506) 202-3212

Please quote your name and competition #TSR0609-WS in the subject line.

We thank all applicants; however, please be advised that only those selected for an interview will be contacted.