



Technical Sales Representative

Location: Lunenburg, Nova Scotia

Employment Type: Full-Time

Reporting To: Sales Lead

Job Summary:

We are seeking a motivated and knowledgeable **Technical Sales Representative** to join our team. This role bridges the gap between technical expertise and customer engagement, ensuring clients fully understand how our products and services meet their needs. You will act as both a trusted advisor and solutions-oriented salesperson, supporting the sales cycle with technical insights, demonstrations, and customer-focused problem-solving.

The successful applicant will spend time working with each product line within the Company.

The position of Technical Sales Representative is primarily responsible for supporting the sales process in the continuing development and sales of its proprietary equipment and processes to complement the company's existing product line.

Key Responsibilities:

- Develop a strong understanding of company products, services, and technical applications.
- Identify customer needs and provide tailored solutions through technical presentations and product demonstrations.
- Generate **sales opportunities by:**
 - Liaising directly with prospective and existing customers.
 - Providing pre-sales technical assistance and developing processes to meet client requirements.
 - Preparing accurate cost estimates, quotations, and proposals.
 - Managing sales contracts from initiation through execution.
- Assist in the development of annual sales and marketing plans, including forecasting and budgeting.
- Coordinate and support the activities of external sales agents to ensure consistent messaging and performance.
- Conduct on-site customer trials to validate solutions and demonstrate product performance.
- Oversee equipment installation and start-up at customer facilities, providing training to client teams as required.
- Deliver responsive after-sales technical service to maintain customer satisfaction and long-term relationships.
- Collaborate with engineering and manufacturing teams to provide design input, technical guidance, and support for custom solutions.
- Contribute to conceptual design and development activities to align solutions with market demand.
- Partner with other internal departments and projects to ensure company-wide alignment and success.
- Track customer feedback and relay insights to product development for continuous improvement.
- Meet or exceed sales targets while ensuring a high level of customer satisfaction.
- Assist project management, as required, to support the regular manufacturing operations of the Company.
- Other duties, as may be required from time to time, to support corporate objectives.
- Continually look for or identify, analyze and recommend new and additional product opportunities.
- Taking all such actions necessary within the above-described areas of responsibility to protect the safety of all employees and others, the financial security of the company, and to work towards the corporate goals and mission.

Qualifications:

- **Education & Experience**
 - Bachelor's degree in Engineering, Business, or equivalent combination of education and experience.
 - Proven experience in **technical sales, business development, or project engineering** within industrial, environmental, or equipment-based sectors.
 - Background in **process equipment** considered a strong asset.
- **Technical Competence**
 - Ability to interpret technical drawings, specifications, and process flow diagrams.
 - Strong problem-solving skills with the ability to develop conceptual and practical solutions.
 - Experience with equipment design support, installation, start-up, and customer training, an asset.
- **Sales & Business Skills**
 - Demonstrated success managing the full sales cycle, including prospecting, proposals, quotations, and contract management.
 - Familiarity with Microsoft Office Suite, Copilot, sales forecasting, and budgeting.
 - Ability to contribute to sales and marketing strategy, including agent coordination and market development.
- **Soft Skills**
 - Excellent communication, presentation, and negotiation abilities.
 - Strong relationship-building skills with both technical and non-technical stakeholders.
 - Highly organized with the ability to manage multiple projects and priorities simultaneously.
 - Self-starter who can work independently while also collaborating effectively in a team environment.
- **Other**
 - Willingness to travel to customer sites, trade shows, and industry events as required domestically or internationally.
 - Valid driver's license.

What We Offer

- Competitive salary.
- Comprehensive benefits package (group insurance including health, dental, LTD, life insurance, etc., pension plan, profit sharing, additional flex days, etc.).
- Fast-paced, diverse working environment.
- Ongoing professional development and training opportunities.

About ABCO

ABCO Industries Inc. ("ABCO") is a diversified manufacturer of industrial equipment, aluminum workboats and truck-mounted infrastructure products located in Lunenburg, Nova Scotia. We have over 75 years of experience providing turnkey end-to-end engineered solutions to our global client-base across our sales, engineering, design and fabrication teams. We pride ourselves on taking an idea from ideas on a page to the factory floor or the middle of the ocean while delivering our clients high-quality, durable products with lifecycles measured in decades.

Our ideal team members have a "can-do" attitude with a strong desire to learn and provide top-notch customer service and quality to our clients.