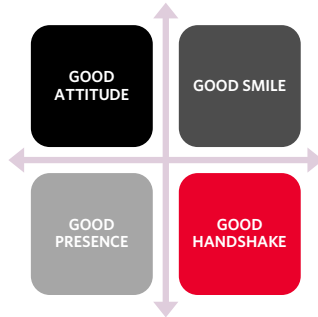


## INDUSTRIAL SALES SPECIALIST



Are you a highly motivated salesperson, with a proven track record, looking for long-term job stability with uncapped earning potential?

Do you value relationships and treat people with dignity and professionalism? Is "Good Enough" not acceptable to you? Do you foster cooperation, leading to achieving common goals? Are you reliable, consistent, and follow through on promises?

We are seeking a results-driven Industrial Sales Specialist with a growth mindset with excellent interpersonal skills to actively seek out and engage customer prospects. The successful candidate will work as part of our collaborative team to identify a customer's needs, pitch relevant products or services and ensure the customer has a positive experience from start to finish.

If this sounds like you, then your future might be at Applifast. Read on.

### WHO WE ARE

Applifast is an agile team of trusted advisors who provide fastening solutions to Industry Partners in the aerospace, agriculture, rail, bus/coach, truck/trailer,



and mining industries with quality products and services. We strive every day to be the premier partner of fastening technology while increasing profitability and market share. As a company, we at Applifast, pride ourselves on the reputation we have built since 1974. For over 50 years we have emphasized the importance of quality in everything we do.

### WHAT YOU WILL BE DOING

- Generate leads, contact potential customers, and build relationships to increase sales.
- Be the point of contact between the company and its prospects or customers.
- Provide complete and appropriate solutions for customers to boost top-line revenue growth, customer acquisition levels and profitability.
- line revenue growth, customer acquisition levels and profitability.
- Be part of a cohesive team towards a common goal, that contributes to a collaborative environment that maximizes the performance of the entire team.

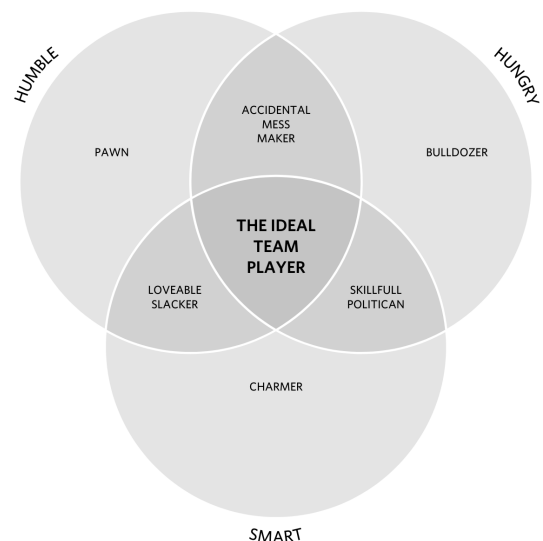


## ESSENTIAL RESPONSIBILITIES

- Educate prospective customers while supporting existing customers with information, product demonstrations and assistance that relates to products and services.
- Locate prospective customers, generate them into leads, and convert them to customers.
- Cold call prospects to introduce products or services, schedule appointments, and follow up with prospects.
- Establish, develop, and maintain positive business and customer relationships.
- Coordinate sales effort with team members in other departments.
- Accurate/timely CRM reporting.
- Attend and participate in weekly sales meetings.
- Maintain Applifast's reputation for high standards and quality.
- Onsite Customer visits
- Participate in ongoing training and workshops.

## WHAT YOU BRING

- Highly motivated and target driven with a proven track record in sales.
- Strong interpersonal skills – a mix of both verbal communication and listening skills.
- Critical thinking skills – ability to diagnose a prospect's problem and come up with relevant solutions for the right price.
- Presentation skills – ability to create and deliver presentations tailored to the audience's needs.
- Negotiation skills – ability to negotiate leads and to overcome objections and land deals that are beneficial to the company and provide customers with optimal value.
- Relationship management skills – ability to build, nurture and sustain long-term relationships to ensure a positive customer experience.
- Adaptability – ability to adjust to different situations and circumstances, and to respond effectively to new challenges and opportunities.
- Proficient in MS Office and familiar with CRM practices.
- Alignment with Applifast Core Values.



## WHAT DOES SUCCESS LOOK LIKE?

- Achieve agreed upon sales targets and outcomes.
- Reaching agreed upon KPI's and milestones.
- Relationships established with new customers.
- Contribute towards a collaborative environment.

## WE SUCCEED WHEN YOU SUCCEED

- Competitive base salary
- Uncapped Commissions
- Participation in Team bonuses
- Group RRSP's
- Car expense allowance
- Group benefits package with additional Health Spending Account
- Monthly team meal

## NEXT STEPS

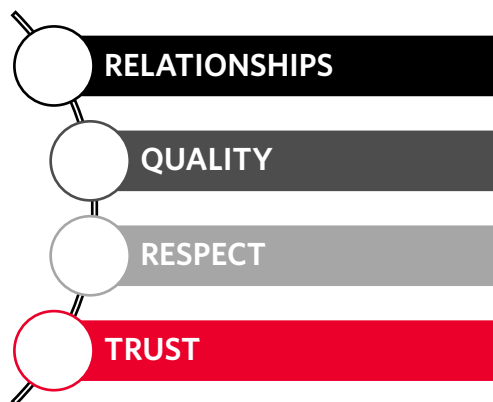
If you think this position may have potential for you, please send your resume and a cover letter to [careers@applifast.com](mailto:careers@applifast.com). In your cover letter, provide a brief outline of your background, qualifications and why you are a good fit for this role.

We would like to thank all applicants in advance for their interest in Applifast, however only those selected for the interview process will be contacted.

By submitting your resume, you confirm you are eligible to work in Canada and understand that this role will require references and a criminal background check as Applifast is a verified registrant of the Government of Canada Controlled Goods Program.

## APPLIFAST CORE VALUES AND CULTURE

At Applifast, Customers, Colleagues and Community are our Partners. We succeed when you succeed. As a Team, we accept nothing less than executing excellence, never compromise standards and take no shortcuts.



We foster a culture that respects each other with courtesy, politeness, and kindness and follow "The Golden Rule". As a company, Applifast earns trust with authenticity, logic, and empathy. Trust is the basis for everything we do.

