

**Job Identification**

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**Job Title:** Technical Sales Representative – Prairies  
**Division:** Bailey Metal Products Limited  
**Department:** Business Development  
**Reports to:** Director of Strategic Development

**Job Purpose Summary**

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The Technical Sales Representative is primarily responsible for expanding the market for Bailey's load bearing Lightweight Steel Framing (LSF) Systems by employing a systematic "projects pursuit" approach as follows:

- Prospect and qualify appropriate project types for Cold Form Steel and COMSLAB conversion using a variety of lead sources.
- Promote Bailey's full range of framing, flooring and connector products with the purpose of generating interest, gaining specification and ultimately creating conversion opportunities leading to sales.
- Work closely with project influencers and act as liaison with engineering on all projects.
- Gather and share market intelligence with management and engineering to help make optimal pricing, marketing and distribution decisions.

**Responsibilities and Accountabilities**

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The responsibilities and accountabilities of the position include but are not limited to the following:

**Project Specific Conversion**

- Focus promotional efforts on key architect, engineering, developer and end user firms that have current projects amenable to Light Steel Framing (LSF) construction and are directly involved in the design and construction of large scale commercial, institutional and high-rise residential projects within the sales territory.
- Prioritize promotional activities towards size-able project types with acknowledged high conversion probability.
- Effectively utilize available sales lead tools such as website & phone inquiries to identify, prequalify and pursue potential major projects for promotion.
- Effectively promote the advantages of Bailey LSF Systems vs. competing systems at the design stage or earlier in order to gain "primary" specification status on these target projects.
- Use promotional efforts, such as Lunch & Learns, to gain project specific meetings aimed at converting target projects.
- Enhance architectural community awareness of BMP products and systems.

- Establish BMP as the “go-to” company regarding metal framing systems in the designated territory.

### Customer Specific Development

- Identify, build and foster new and/or current relationships with all OEM accounts within the sales territory to achieve LSF sales growth.
- Promote all BMP products, services and competencies.
- Pass on project leads for co-development once a working relationship is established.

### Field Management

- Conduct all promotional activity within territory in the most productive manner possible with respect to time and cost management.
- Collect and report information and market intelligence related to price, products, projects, competition and contacts.
- Maintain current projects to maximize visibility and to enhance forecasting accuracy as well as identify steel buy opportunities.
- Effectively communicate with Bailey field sales reps all pertinent and relevant project information affecting their respective sales territories.
- Conduct and lead, at least once per month, project(s) follow-up and update meeting with the regional sales group to impart and receive field information.
- Communicate updates during bi-weekly review of territory projects with Sales Manager.
- Participate in the monthly Technical Group meeting and act as a spokesperson for your respective region by bringing to light any technical issues and opportunities.
- Submit a weekly report outlining territory activity and market developments.
- Maintain all active contact lists in Projects database to include:
  - Architects
  - Structural Engineers
  - Design/Build Firms
  - GC's
  - Subcontractors

### Personal Development

- Achieve “LEED Green Associate” designation within calendar year.
- Seek training resources available through CSC (Construction Specifications Canada) to gain greater comfort level and competence in the architectural sales process.
- Seek membership into local CSC Chapter with the aim of networking and growing BMP's profile among the design community in the sales territory.
- Participate in Company sponsored and self-directed LSF training to increase competencies related to the effective promotion of full LSF Systems.

### Other

- Understands and adheres to the company's health and safety policies, programs and procedures by communicating and promoting health and safety awareness to all employees.
- Maintain a high standard of professional knowledge, ethics and practices when dealing with customers, suppliers, peers, subordinates, supervisors and other key stakeholders of the company.
- Conduct oneself in a professional manner that reflects integrity and respect towards customers, suppliers, peers, subordinates, supervisors and other key stakeholders of the company.
- Participate in the company's quarterly inventory count.
- Other responsibilities and accountabilities as assigned.

### **Qualifications**

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- 3 to 5 years' technical sales experience within the building materials or construction industry.
- Proficient knowledge of building codes and standards as it relates to metal framing systems.
- Valid driver's license and clean drivers abstract.
- Knowledge of BMP products and systems and/or competing systems is an asset.
- Effective presentation skills with proficiency in PowerPoint and experience presenting and positively influencing small to medium sized groups.
- Proficient with Microsoft Word, PowerPoint, Outlook and Excel.
- Self-Starter with willingness and drive to prospect sales and able to work under minimal supervision

### **Work Conditions**

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- Frequent travel is required, often up to several hours of driving per day.
- Overtime as required.