



Sales Director, Canada Job Posting

Title:	Sales Director, Canada
Reports to:	Sr. Sales Director, Americas
Collaborates With:	President & General Manager, Concord
Start Date:	asap
Education Level:	A university degree in Business, Engineering or Technical
Location:	West 50B Caldari Road, Concord, ON, L4K4N8
Send Resume to:	Human Resource Manager: cyip@mirion.com
Working Hours:	Full-Time (40 hours per week)

Job Summary:

The Sales Director, Canada is responsible for leading the Sales Team, Customer Care Team and Service in Canada. The focus is on managing and growing the business in the Canadian nuclear market and assisting the sales team with identifying new leads and pitching products and solutions to existing and new customers. The position is responsible for ensuring the accuracy of the data entered by the Customer Care team into Sales Force and the ERP system and customer requests are handled in a courteous, professional and timely manner as well as facilitate continuous improvement activities that enable the business to enhance the overall customer experience. The position will also be part of the Leadership Team in the Concord facility.

Core Duties/Responsibilities:

- Provide leadership, direction and feedback to the Sales and Customer Care Team as well as the Field Service Specialists
- Manage staff performance through formal performance evaluations, coaching, mentoring, and discipline when required through on-going feedback
- Establish policies and procedures in the department
- Identify any opportunities for enhancements to the internal & external customer experience
- Execution of sales and marketing strategies, plans and programs
- Responsible for the selling of company products and services from several different manufacturing facilities
- Control and review company products sales efforts and special compensation plans for proper territorial coverage, customer contacts, sales promotions and after sales contact marketing information flow
- Develop and implement long range marketing and sales programs for business in Canada
- Establish, maintain and control yearly budgets and objectives for orders and expense targets
- Regularly communicate customer feedback internally, fostering a customer-centric culture and driving continuous improvement initiatives across the organization.
- Continuously review and enhance sales and service processes to improve efficiency and effectiveness.
- Analyze key performance indicators to assess team and individual performance, identifying areas for improvement.



- Participate in and lead training sessions for the team, ensuring continuous skill development and product knowledge.
- Conduct periodic market research to identify trends, opportunities, and potential challenges and share findings with marketing to develop lead generation strategies.
- Maintain accurate and up-to-date records of sales activities (thru SF process), preparing regular reports for management.
- Collaborate with other departments such as marketing, application support group, manufacturing and other facilities to ensure alignment in overall business objectives.
- Participate in relevant committees or working groups to contribute insights and coordinate efforts across the organization.
- Utilize Customer Relationship Management (CRM) software (Sales Force/Service Max) for client management and sales/service activity tracking ensuring accuracy and completeness for effective reporting and analysis
- Proactively identify, implement, and participate in Lean initiatives, continuous improvement, including programs such as Kaizen events, 5S, KPI boards, and visual controls for the department.
- Attend meetings as required – production, customer, special projects, etc.
- Maintain confidentiality of the Company’s documentation e.g. customer lists, costing data, etc.
- Undertake special projects or assignments as designated by upper management, demonstrating flexibility and adaptability.
- Perform other duties as assigned.

Skill/Knowledge & Other Requirements:

- A university degree in Business, Engineering or Technical based processes & principles
- 5+ years of experience in Technical sales or Sales Management
- Experience in pricing strategies and quotations.
- Sales, negotiation and influencing skills
- Ability to engage customers, develop productive relationships and identify needs
- Excellent interpersonal skills to communicate effectively and clearly with customers, employees and management.
- Strong computer skills in the Windows environment and Microsoft Office.
- Exceptional oral and written communication skills to communicate effectively with all levels within the organization and with external stakeholders.
- Knowledge of a sales/order entry system (SAP preferred).
- Knowledge of Sales Force/Service Max.
- Excellent math and problem-solving skills.
- Basic knowledge of transfer pricing and accounting concepts.
- Knowledge of domestic/international business community.
- Able to handle multiple tasks with attention to detail.
- Strong writing skills for creating reports, correspondence, requests, and other documentation.
- Good organizational skills are required to plan and coordinate activities and ensure that work is completed accurately on a timely manner.
- Exceptional planning ability with strong analytical and interpretive skills.
- Able to build and maintain relationships with corporate departments and externally.
- Able to work efficiently as a part of a team as well as independently.



- Excellent time management skills.

Other Skills/Knowledge:

- Experience working in the nuclear industry or in electronics.
- Experience with Lean concepts.
- Must possess a high level of moral judgment for handling confidential information and monetary transactions.
- Strong conflict resolution skills.
- Effective attention to detail and a high degree of accuracy.
- Strong work ethic and positive team attitude.
- Sound organizational, problem solving, analytical thinking, planning, prioritization, and execution skills.
- Ability to make decisions and multi-task.
- Excellent teamwork and team building skills.
- Experience with agency compliance requirements (US, CSA, CE).
- Knowledge of French.

Working conditions while performing the job:

- Flexibility with working hours.
- Willing to Travel 50% or more some of the time

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