



**CANADA'S BIG TRUCK RENTAL**

120 East Beaver Creek Rd. Unit 105  
Richmond Hill, ON L4B 4V1  
T: (905) 751-1177

<b>JOB TITLE:</b>	<b>Director of Sales</b>
<b>REGION:</b>	<b>Canada – Based out of Toronto ON</b>
<b>REPORTING TO:</b>	<b>Jaksa Panic – Vice-President, Canada</b>
<b>OVERNIGHT TRAVEL:</b>	<b>40% +</b>

**Company and Position Overview**

Big Truck Rental is North America’s number-one source for essential services rental equipment. At Big Truck Rental, we work with Fortune 500 companies, municipalities, and a network of independently owned companies who provide essential services to waste, recycling, and logistical industries. Founded in 2002, Big Truck Rental is a rapidly growing customer focused organization that is seeking a highly motivated and success-oriented Director of Sales. This position will be responsible for working with our customers, dealer partners, and internal leaders to oversee all aspects of outside sales within Canada specific to our entire suite of products and services.

**Essential Job Functions**

- Oversee and lead the outside sales efforts for BTR within Canada for both rental and off-rent sales solutions.
- On a weekly basis, engage and meet with current and existing customers in-person with the sole focus of developing and growing BTR market share within all segments (Corporate, Independent, Municipal, Truck Sales, and Terminal Tractors).
- Lead and work closely with BTR’s US segment leaders to fully implement and execute on sales plan for Canada, utilizing our core values and sales strategies while collaborating and engaging with internal team to maximize success and results.
- Support and develop our dealer partner network sales personnel with the goal of developing an extension of our sales efforts across all customer segments nationally through joint sales efforts, sales programs and incentives and regular communication and direction of focus.
- On a monthly and quarterly basis, report on all aspects of the Canadian business from a sales perspective with a focus on results and future looking opportunities to drive continued improvement and results aligned to our growth strategy.
- Represent and promote to the highest standard BTR at relevant industry events across Canada.
- Utilize our CRM and web-based tools to their maximum potential for communication and organization of our sales efforts within Canada.

**Qualifications**

- Bachelor’s Degree or industry equivalent experience.
- Minimum 5-years business-to-business sales experience with a proven track record of success.
- Proven and experienced in growing, developing, and executing sales strategy/direction within existing and new customers and markets.
- Excellent written and verbal communication skills to effectively work with diverse customer base.
- Disciplined and strong ability to work in an independent environment.
- Strong use of web-based applications such as Salesforce.com and proficient with MS Word, Excel, PowerPoint etc.
- Ability to drive a car and holds a valid and current driver’s license.
- Open to 40%+ overnight travel as required to execute on role and business objectives.
- Refuse, rental industry, and or transportation industry experience is an asset.



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At BTR, we are an equal opportunity employer and encourage applications from all qualified candidates, however only those considered for the position will be contacted. If you are contacted for an interview and require any accommodations, please notify our team in advance so we can provide the applicable accommodations.

Please direct all inquiries to (JP) Jaksa Panic at [jp@bigtruckrental.com](mailto:jp@bigtruckrental.com) or (905) 751-1177