



**Title:** National Sales Manager  
**Reports to:** General Manager  
**Division:** Instruments Division  
**Location:** Mississauga

### **Responsibility Overview:**

The National Sales Manager is responsible for all aspects of the Instrument Division sales and marketing policies for all product lines and for all territories to achieve divisional sales targets within company policy. The position reports to the General Manager.

### **Responsibilities in detail:**

He/She will oversee the sales force across the country and establish regional and national sales targets and marketing programs. Provide strong management and leadership skills and handle the full range of management issues relating to the recruitment, training, development, employee relations, planning and organization of a professional, service-oriented, customer-focused sales team.

- Establishes individual territory yearly and monthly sales targets and assists representatives in achieving their individual sales targets.
- Formulate marketing programs for specific product groups and markets.
- Provides sales support to divisional representatives and customers including OEM and dealer accounts.
- Attends major exhibitions to provide support and assess the division competitive position.
- Obtains product information on potential peripheral equipment that may be considered for divisional sales.
- Establishes and maintains reporting procedures for sales representatives.
- Conduct sales representative annual performance reviews and oversee programs for representative development.
- Performs other duties as requested by the General Manager.

### **Essential Knowledge:**

- A B.Sc. graduate with extensive business or scientific equipment sales experience.
- Excellent communication and presentation skills.
- Proficient in advanced data analysis using Excel and/or ERP packages as well as full function CRM applications.
- Strong leadership skills.
- Exceptional organizational skills.
- Ability to learn, assess and apply new technologies.
- Ability to travel.

### **Working Conditions**

- Works in a climate controlled office and/or showroom environment using computers and general office equipment.
- Field work

If you have the above listed skills and you are interested in joining the Nikon Canada team please email a current resume including cover letter in confidence to [hr@nikon.ca](mailto:hr@nikon.ca). Nikon wishes to thank all applicants, only those selected for an interview will be contacted.