



Job Title:	Sales & Business Development Manager	Job Category:	Electrical
Division:	ICI	Hours	
Location:	St. Catharines & Hamilton	Travel Required:	Occasional (site & client visits)
Salary:	\$100,000 plus potential bonus earnings	Position Type:	Full-Time
Reports to:	COO	Date Posted:	
Will Train Applicant(s):	Depends on Applicant's Qualifications	Posting Expires:	N/A
External Posting URL:	N/A		

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Our Values - SPARK

Our company values are at the core of everything we do. How we do our work is equally important as what we do for work. We hire people who align with these values. We call them our SPARK values.

Position Summary

The Sales & Business Development Manager is an exciting new role at Kraun Electric and will be responsible for driving revenue growth and expanding our market share through hands-on, field-based activities. This role demands a strategic thinker who excels in identifying, cultivating, and securing new business opportunities while also strengthening existing client relationships—primarily through active outside sales functions. Key responsibilities include crafting and implementing tailored sales strategies, negotiating contracts, leading sales personnel and collaborating with cross-functional teams to meet diverse customer needs effectively.

This position will require frequent on-site visits and direct interactions with prospects and clients, emphasizing the importance of achieving sales targets and strategic objectives. The Sales & Business Development Manager is crucial in guiding our company towards its long-term vision and must be ready to engage actively with the market environment.

Candidates should embody our SPARK values: Service, Potential, Accountability, Respect, and Knowledge. We seek dynamic, results-driven professionals who are committed to excellence, dedicated to customer satisfaction, and prepared to thrive in a competitive environment. This role is ideal for those eager to make a significant impact on our business and contribute to our culture of continuous improvement and ethical success.

Core Responsibilities

Lead Generation and Sales Strategy Development:

- Spearhead initiatives for generating and managing both inbound and outbound leads and ensuring efficient progression through the sales funnel.
- Develop and refine sales strategies to maximize market share and revenue generation.
- Create and present an annual Sales Plan in line with revenue targets provided by the Company. Address how each department will contribute and provide a detailed plan to achieve the outlined targets. This plan must address market trends, competitive activity, promotional and pricing strategies, etc.
- Collaborate with the marketing team to align sales and marketing strategies within Kraun's ICI (Industrial, Commercial and Institutional) division.

Sales Team Leadership and Management:

- Work with Management to determine roles necessary for the Sales team as milestones are met. As this team grows, help to ensure Company goals are reached by setting clear targets, conducting performance evaluations, and providing ongoing coaching to enhance team capabilities and performance.
- Foster a continuous improvement and high-performance culture, ensuring team activities align with Kraun Electric's SPARK values.
- Organize regular training sessions on new sales techniques and market trends to maintain a knowledgeable and adaptable sales team.

Customer Relationship Management:

- Uphold the 'Kraun Experience' by maintaining excellent service standards and managing customer relationships to ensure high satisfaction and retention.
- Work with the appropriate departmental Managers to resolve customer complaints and issues promptly, converting potential setbacks into opportunities and enhancing customer loyalty.
- Engage in regular interaction with key clients through direct communications and participation in networking events.

Operational and Financial Oversight:

- Oversee the sales process from lead generation to closing, ensuring all operations comply with industry standards and company policies.
- Conduct regular reviews of sales and financial reports to assess performance against financial targets and identify areas for improvement.

Strategic Collaboration and Reporting:

- Work closely with the Chief Operating Officer and various department heads to ensure sales strategies are integrated with the broader company objectives.
- Provide comprehensive monthly reports on market trends, sales performance, and strategic opportunities to the COO.
- Lead strategic projects and initiatives that align with long-term business goals, reporting on outcomes and adjusting tactics as necessary.

Qualifications and Education Requirements

Educational Background:

- Bachelor's degree in Business Administration, Sales, Marketing or a related field is preferred.
- 309A license is an asset.

Professional Experience:

- At least five years of leadership experience in a sales role within the electrical services industry or a related technical field.
- Demonstrated experience in managing a sales team, including training and performance evaluation.

Technical Skills and Knowledge:

- Proficiency in CRM software such as Salesforce for sales pipeline management and customer relationship maintenance.
- Familiarity with the latest sales methodologies and tools that can streamline the sales process and enhance customer engagement.

Communication and Interpersonal Skills:

- Exceptional verbal and written communication skills necessary for internal team leadership and external client interactions.
- Ability to negotiate and close deals effectively while maintaining strong customer relationships.

Strategic and Analytical Abilities:

- Strong analytical skills to evaluate market trends, sales performance data, and financial reports to make data-driven decisions.
- Demonstrated ability to develop and implement effective sales strategies to achieve and exceed targets.

Drivers License:

- Must possess a valid Ontario driver's license in good standing, as the role requires occasional travel to client sites and other business locations.

Additional Skills and Competencies

- Knowledge of the electrical services industry is an asset.
- Familiarity with construction contract management.

Tools Provided

- Computer technology, cell phone, and use of a Company fleet vehicle to facilitate effective work performance.
- Access to professional training courses to support ongoing development.

Working Environment & Physical Demands

- Primarily office setting with prolonged sitting.
- Routine use of standard office equipment.

- Kraun's business hours are Monday-Friday, between 7:00 a.m. & 5:00 p.m. Working outside regular hours to attend meetings, trade shows, and other events will be required.
- The compensation reflects an average of 40-44 hour workweek with any additional hours at the employee's discretion.

Compensation

- Benefits per company standard policy
- Deferred Profit Sharing contribution 4%, another 2% if you contribute 2%
- Hours: Based on 40 to 44 hours per week. You will work as required to achieve position goals: no lieu hours or overtime.

We are committed to providing equal employment opportunities and accommodations to applicants per the Accessibility for Ontario with Disabilities Act (AODA). Applicants may request accommodations during the recruitment process.