



Sales Representative

About Us: Since 1977, Westcan Advanced Communications Solutions has successfully deployed, maintained, and serviced mission-critical and public safety voice networks, coverage enhancement solutions, wireless broadband networks, and engineered microwave backhaul systems across Western Canada.

Our team includes experienced APEGA-certified engineers, PMP-certified project managers, and one of Western Canada's largest groups of factory-trained technicians. We proudly support Heavy Industrial, Mining, Energy, Public Safety, Government, Commercial, and Municipal customers with reliable, integrated wireless communication systems where downtime is not an option.

Job Summary: We are seeking a motivated and results-driven Sales Representative to join our growing team in Edmonton, AB. This role focuses on driving sales of advanced wireless communication systems and infrastructure to industrial, commercial, and institutional clients across Alberta.

The ideal candidate thrives in a fast-paced environment, enjoys building strong customer relationships, and has a passion for developing new business opportunities. This position combines business development, account management, and customer service responsibilities, with a strong focus on prospecting, client engagement, and long-term account growth.

Key Responsibilities

- Execute strategic sales plans to meet or exceed sales targets.
- Prospect and develop new business opportunities through networking, referrals, cold calling, trade shows, and industry events.
- Identify, qualify, and engage clients within industrial, commercial, municipal, and institutional sectors.
- Build, maintain, and strengthen long-term customer relationships.
- Serve as a primary point of contact for customer inquiries, providing exceptional service and support.
- Present and demonstrate wireless communication solutions tailored to customer needs.
- Prepare customized proposals, quotations, and presentations in alignment with company pricing guidelines.
- Negotiate and close sales opportunities while collaborating with internal teams to ensure successful project execution.
- Conduct regular customer outreach, site visits, and sales follow-up activities.
- Maintain accurate customer, lead, and opportunity records within CRM systems.
- Assist with sales forecasting, reporting, and market analysis.
- Collaborate closely with engineering, technical support, project management, and service teams to ensure customer success.
- Stay informed on industry trends, emerging technologies, and competitor offerings.
- Generate repeat, add-on, and upselling opportunities within existing accounts.
- Travel to customers and project sites throughout Alberta, including occasional overnight stays, as required.

What You Bring



Experience & Qualifications

- Minimum 2 years of experience in sales or account management, preferably within wireless communications, telecommunications, or related technology sectors.
- Strong B2B sales experience with a proven track record of achieving or exceeding sales goals.
- Experience prospecting and developing new business opportunities.
- Advanced proficiency in Microsoft Office (Word, Excel, Outlook).
- Experience with Salesforce or other CRM platforms.
- Excellent communication and presentation skills with the ability to engage both technical and non-technical audiences.
- Valid driver's license and willingness to travel throughout Alberta.

Skills & Attributes

- Self-motivated, professional, and results driven.
- Strong relationship-building and customer service skills.
- Excellent problem-solving and analytical thinking abilities.
- Technical aptitude with the ability to understand and communicate wireless communication solutions.
- Ability to manage multiple priorities and adapt to changing business demands.
- Reliable, dependable, and team oriented.

Preferred Qualifications (Assets)

- Experience within industrial, commercial, or municipal markets.
- Familiarity with OEM solutions such as GE MDS, Motorola, Cambium, and Ericsson.
- Experience selling or supporting wireless communication technologies in industrial or commercial environments.
- Ability to clearly articulate the competitive advantages of technical solutions.

Compensation:

This role offers a base salary of \$55,000.00 - \$65,000.00 annually, complemented by a commission package tied to individual performance. The final compensation package will be discussed during the interview process and will be based on the candidate's experience and qualifications.

Additional benefits include:

- Vehicle allowance and fuel card.
- Travel expense coverage (where applicable).
- Comprehensive extended health benefits.
- RRSP matching program.



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- Paid vacation.
 - Monday to Friday schedule.
 - Ongoing training, professional development, and technical support.
 - Opportunity to work alongside an experienced engineering and service team in a growing company.

Interested in joining a team that's building the future of industrial communications?

Submit your resume and a cover letter highlighting your relevant experience and what makes you an ideal fit for this opportunity at Westcan Advanced Communications Solutions.

Please submit your resume and cover letter to careers@westcan-acis.com