

Technical Sales Specialists – Wholesale Trade

Description

Technical sales specialists, wholesale trade, sell a range of technical goods and services, such as scientific, agricultural and industrial products, electricity, telecommunications services and computer services, to governments and to commercial and industrial establishments in domestic and international localities. They are employed by establishments that produce or provide technical goods and services, such as pharmaceutical companies, industrial equipment manufacturing companies, grain elevators, computer services firms, engineering firms and hydroelectric companies, or they may be self-employed technical sales specialists/agents who contract their services to other companies. Technical sales specialists who are supervisors are included in this unit group.

Duties:

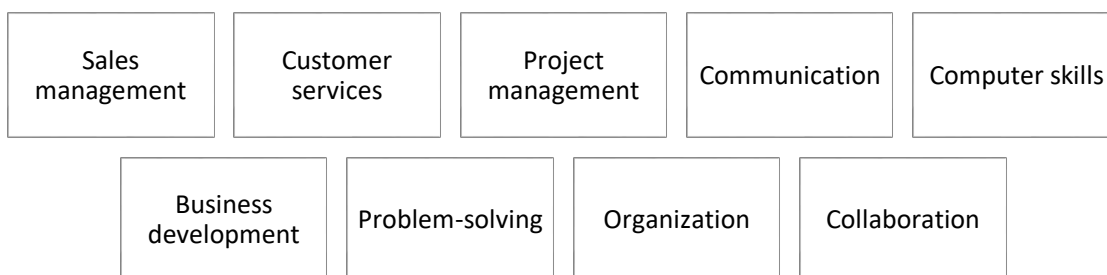
- Maintain and grow sales relationships with existing clients, identify and solicit potential clients
- Assist clients in the selection of goods or services, and negotiate prices or other sales terms
- Develop sales presentations or other materials to illustrate benefits from use of good or service
- Estimate costs of installing and maintaining equipment or service
- Prepare and administer sales contracts and maintain customer records
- Consult with clients after sale to resolve problems and to provide ongoing support
- Troubleshoot technical problems related to equipment
- Develop and maintain technical product or service knowledge
- Develop, implement and report on marketing plans and sales strategies to achieve business goals
- Assess market conditions and competitors' activities
- May supervise the activities of other technical staff and sales specialists, and offer training in the operation and maintenance of equipment

Other titles:

- Computer business agent
- Scientific instrument sales representative
- Sales engineer
- Technical sales consultant
- Ultrasonic equipment salesperson

(Government of Canada National Occupation Classification)

Skills



Education/Training Requirements

Ontario Secondary School Diploma (OSSD)

- Most university/college programs in Ontario require an OSSD or Mature Student Status

Post-secondary diploma/degree

- University degree or college diploma in a program related to the product or service

Certification

- None, but fluency in a specific foreign language/foreign work experience may be required for technical sales specialists looking for employment with companies that import or export goods or services
- Experience in sales or a related technical occupation may be required
- A driver's license and good driving record may be required

Potential Earnings in Durham Region

The average and median wages and salaries for individuals employed as technical sales specialists in wholesale trade are as follows. Place of Residence (POR) is defined as individuals who reside within the Durham Region. Place of Work (POW) is defined as individuals who are employed within the Durham Region.

Median Wages and Salaries (POR)	Average Wages and Salaries (POR)	Median Wages and Salaries (POW)	Average Wages and Salaries (POW)
\$64,137	\$63,258	\$75,233	\$68,121

Employment Prospects

Industry (NAICS)	Jobs in Durham Region (POW)	Durham Region Residents Employed (POR)
3254 Pharmaceutical and medicine manufacturing	20	30
5171 Wired telecommunications carriers	20	110
5415 Computer systems design and related services	60	95
5417 Scientific research and development services	20	0
5614 Business support services	20	0

(Ministry of Advanced Education and Skills Development 2016 data in Durham Workforce Authority's 2017 Sector Report)