

Job Description: Outside Sales - Territory Representative (GTHA)

Reports to: Sales Manager, DB Filtration Inc.

Job Summary

The **Outside Sales – Territory Representative** position includes in-person and onsite visits to new and existing customers in GHTA territory, and identify new sales opportunities, provide customer service and resolve customer issues. This role requires travel within the GHTA area, more specifically in the **416, 647, 437, 942, 905, 289, 365, and 742 area codes**. This individual will identify customer needs, present quotations, products, and close sales deals to meet or exceed sales targets. Certain customers will require “Vendor Managed Inventory”. The individual will possess strong interpersonal skills, and the ability to work independently to expand the company's customer base.

Key Responsibilities

Sales & Territory Management

- Develop and manage relationships with new and existing customers within the assigned territory.
- Identify and pursue new sales opportunities through proactive target prospecting, referrals, networking, and territory development.
- Conduct in-person customer visits, presentations on product features, and product demonstrations.
- Achieve or exceed sales targets and revenue goals.
- Maintain regular contact with key accounts to strengthen partnerships and identify growth opportunities via on-site visits, phone calls, emails and social media.
- Ability to answer customers’ questions about products, prices, availability and payment terms.
- Attend monthly sales meeting in Waterloo, ON.
- Monitor territory market trends, competitor activity, and customer needs.

Customer Quoting & Sales Support

- Prepare **accurate and timely customer quotes** based on product specifications, pricing structures, and company guidelines.
- Review customer requirements to ensure quotes reflect correct products, quantities, pricing, and delivery expectations.
- Follow-up on quotes to convert opportunities into orders.
- Work with internal teams to ensure pricing accuracy, product availability, and delivery timelines.

Customer Service & Account Support

- Act as the primary point of contact with customers, respond promptly to product inquiries via phone, email, and in-person interactions, and provide ongoing support
- Understand the specific project needs of a diversified customer base to provide tailored solutions to resolve customer concerns or services issues in a professional and efficient manner.
Process sales orders, prepare detailed quotations, and proactively follow-up in a timely manner.
- Coordinate with sales manager and internal departments such as operations, logistics, and accounting to ensure customer satisfaction.
- Develop and maintain deep product knowledge, provide recommendations and technical guidance when needed.
- Maintain a professional physical image and consistently convey positive impression of the company, including being well-groomed, wearing appropriate company clothing when working and keeping a well-maintained vehicle.

CRM & Account Management

- Maintain and manage accurate customer records in the company CRM system.
- Track customer interactions, sales opportunities, quotes, orders, and service requests.
- Update account information, contact details, and activity logs regularly.
- Follow up on leads and manage territory accounts effectively.
- Generate CRM reports to support sales forecasting and territory planning.

Administrative Responsibilities

- Maintain organized records of customer communications, quotes, and sales activities.
- Participate in the development of sales planning, territory strategy, and regular account reviews.
- Participate in team meetings, training sessions, and company initiatives.
- Ensure compliance with company policies and procedures.

Skills/ Requirements/ Qualifications

To be considered for the Outside - Sales Representative position, candidates must possess the following qualifications and competencies:

- High school diploma or equivalent.
- At least five years of experience in B2B outside sales.
- Excellent skills in MS Office, including solid experience in Word, PowerPoint, and Excel.
- Experience with QuickBooks software is an asset.
- Professional, team-oriented, self-motivated and extremely results driven.
- Excellent English communication skills, both written and oral, and relationship-building skills.
- Active listening skills, inquisitive nature, ability to take cues and understand salient points being made by the customer.



DB FILTRATION INC.

Industrial and Commercial Filter Products

- Manage multiple relationships well and with excellent client service and high ethical standards.
- Critical thinking skills and use logic and reasoning to identify alternative solutions or approaches to problems.
- Exceptionally detail-oriented, organized and excellent time management skills.
- Persuasive, aggressive, competitiveness and committed to the position and in targeting new business.
- Ability to take personal initiative and demonstrate a strong motivation to succeed in reaching established targets.
- Entrepreneurial spirit is a definite asset.
- Valid driver's license, insurance and a clean abstract.

Contact:

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