

JOB POSTING

Job Title:	Regional Sales Manager – Prairies (AB, SK, and MB)
Department:	Sales and Marketing
Location:	Tbd
Reports to:	Sales Manager

About us

Refrigerative Supply Limited is a family-owned wholesale distributor of equipment and parts to the HVAC & Refrigeration trade. For over 70 years, we have been serving Western Canada and pride ourselves on having exceptional customer service, knowledgeable staff, and a well-stocked inventory.

Overview

We are looking for a dynamic Regional Sales Manager to join our team. This is a newly created position as a result of our rapid growth and plans for future expansion.

This is a high-impact and strategic position accountable for the development of new business and increased revenue generation within the assigned region. The Regional Sales Manager will take ownership of the performance of their region, develop their Branch Managers, leverage opportunities, and deliver increased value to customers.

Reporting to the Sales Manager, you will play a pivotal role in strategic planning and execution of our Sales & Marketing initiatives. You will bring strong leadership skills with proven experience in managing, developing, and coaching a team of direct and indirect reports. You thrive on challenges and have a “make it happen” attitude.

Duties and Responsibilities

- Develop sales and operational strategies to deliver steady and accelerated growth
- Communicate performance expectations and sales forecasts for the region as set by the Sales Manager
- Maintain market and competitor intelligence and develop strategies to maintain the company’s competitiveness for the region
- Constantly strive to exceed customers’ expectations in all branches across the region
- Monitor the region’s key performance indicators (KPIs) and plans and take corrective action, as required
- Collaborate with the Marketing Department to develop and execute marketing campaigns to drive brand awareness and sales
- Actively lead and participate in process improvement initiatives to increase efficiencies
- Provide effective leadership, direction, and coaching to Branch Managers in the region to ensure they have the tools and skills to perform their job successfully
- Foster a collaborative, respectful, and team-oriented work environment

Skills and Qualifications

- Diploma/Bachelor's degree in Business, Management, Finance, or related field
- 10 years in a sales leadership role, ideally within wholesale distribution or the HVAC/R industry
- Proven ability to inspire, develop, and empower employees to achieve goals with a team approach
- Driven and results-oriented individual
- Strategic and analytical thinking
- Sound judgment and decision-making ability

- Exceptional communication (verbal, written, interpersonal, and presentation skills)
- Professional business acumen with demonstrated integrity and ethical standards
- Effective time management, prioritization, and organizational skills
- Proficient in Microsoft Office Suite (Excel, Outlook, Word, etc.)
- Experience with ERP systems (inventory/warehouse management and distribution software preferred)
- Ability to travel up to 50% of the time within North America

How to apply

Please email your cover letter and resume to hr@rsl.ca with the position title in the subject line.

Refrigerative Supply Limited is an equal opportunities employer. We would like to thank all applicants for their interest. Please note, only those selected will be contacted.