

Technical Sales Representative - Kawartha Lakes and Durham Region

Company Overview

TriCity Bearings and Industrial Technologies Ltd. supplies industrial maintenance, repair, and operation (MRO) replacement parts. Founded in 2021, our company is headquartered in Brantford, Ontario with branch locations in Cambridge, Hagersville, and Oshawa.

Key Products: Bearings, belting, power transmission equipment, electric motors, gearboxes, lubrication, seals, and heavy conveying equipment.

Our Competitive Advantages

As a premier supplier of bearings and industrial parts, our competitive advantages are deeply rooted in our operational efficiency, expansive local inventory, and unparalleled commitment to customer service, especially during critical breakdowns.

Largest Local Inventories

Our single most significant advantage is maintaining the largest local inventories of bearings and industrial parts in our branch locations. This commitment to inventory depth ensures that our customers have immediate access to the components they need, when they need them.

- **Immediate Availability:** Unlike competitors who rely on central warehouses or third-party logistics, our substantial store-based inventory means common and specialized parts are always on the shelf.
- **Same-Day Fulfillment:** This inventory depth enables us to deliver most orders the same day. This rapid fulfillment capability dramatically reduces costly downtime for our clients, solidifying our reputation as a reliable and fast partner.

Industry-Leading Breakdown Service

We are an acknowledged industry leader in breakdown service, providing swift and expert response during equipment failures. This critical service is spearheaded by our dedicated division, The Breakdown Team, accessible at <https://www.thebreakdownteam.com/>

- **24/7 Rapid Response:** The Breakdown Team offers around-the-clock service, ensuring that expert assistance, diagnosis, and replacement parts are mobilized immediately, regardless of the time of day.
- **Specialized Expertise:** This division focuses exclusively on emergency service, combining deep technical knowledge with our superior parts inventory to minimize equipment downtime and restore operations quickly and efficiently.

The Position

The role of a Technical Sales Representative (TSR) in the bearings and industrial parts sector is a dynamic and challenging position that bridges the gap between complex engineering products and customer needs. This representative is not just a salesperson; they are a technical consultant, problem-solver, and relationship builder, focusing on the specialized components that keep industrial operations running smoothly.

Core Responsibilities

A TSR for bearings and industrial parts is responsible for the entire sales cycle, from initial prospecting to post-sales support. Their primary goal is to increase market share and revenue by demonstrating the value and technical superiority of their product offerings.

Key Activities

Activity	Description
Technical Consulting	Analyzing customer machinery/applications to recommend the correct bearing, power transmission component, or sealing solution for optimal performance and lifespan.
New Business Development	Proactively identifying and targeting new industrial accounts (e.g., manufacturing plants, mining operations, utilities) that require specialized MRO (Maintenance, Repair, and Operations) parts.
Relationship Management	Maintaining and growing relationships with existing customers, often involving regular site

Activity	Description
	visits and performance reviews of installed products.
Quotation and Negotiation	Preparing detailed proposals, managing pricing, and negotiating contracts to secure profitable sales.
Training and Education	Conducting product presentations and training sessions for customer maintenance teams, engineers, and purchasing agents.

Leveraging Established Brands for Competitive Advantage

A critical component of winning new business in this specialized field is the ability to leverage the credibility and technical support of established, high-quality industrial brands. Customers in sectors like heavy manufacturing or aerospace prioritize reliability and long-term performance, making brand recognition a powerful tool.

Strategy: Brand-Driven Sales

Sales Strategy	Benefit to the Customer
Quality Assurance	Highlighting the heritage and proven reliability of established brands (e.g., Gates, Timken, Martin) reduces perceived risk for the customer.
Technical Superiority	Using brand-specific R&D and proprietary technologies (e.g., advanced seals, special coatings) to solve chronic machine failure issues for the prospect.
Global Support and Warranty	Assuring the customer that the product is backed by a global network of engineering support and comprehensive warranty programs, which smaller or generic brands cannot offer.
Application Engineering Support	The TSR can promise to bring in specialized application engineers directly from the established brand for complex or critical

Sales Strategy	Benefit to the Customer
	installations, adding a layer of expertise to the sales process.
Inventory and Logistics	Leveraging the established brand's supply chain strength to guarantee timely delivery and local availability, which is crucial for MRO operations.

The TSR effectively acts as the local face of these global brands, translating their reputation for excellence into tangible, reliable solutions that directly address the prospect's operational pain points, ultimately leading to secured contracts and long-term partnership.

Qualifications

- Bachelor's degree in Engineering, Computer Science, Business Administration with a technical focus or equivalent practical experience.
- Proven experience 3+ years in technical sales, preferably within our industry.
- Strong understanding of bearings, power transmission and conveyor systems.
- Excellent communication, presentation, and interpersonal skills.
- Ability to articulate complex technical information in a clear and concise manner to both technical and non-technical audiences.
- Demonstrated ability to negotiate and close sales deals.
- Self-motivated, results-oriented, and able to work independently as well as part of a team.
- Proficiency in SAP and QBO software and Microsoft Office.
- Willingness to travel as required to meet clients and attend events.

Annual Salary and Benefits:

- \$70,000 plus commission
- Company vehicle
- Health, vision, and dental coverage
- 4 weeks paid vacation (2/2 structure)
- Opportunities for professional development and career advancement.
- A supportive and collaborative work environment.

Equal Opportunity Employer

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

Visit us online or Apply to:

careers@tricitybearings.com