

Our client is a leading provider of comprehensive supply chain solutions, specializing in manufacturing, packaging, storage, and logistics for various industries. As the National Sales Director, you will play a pivotal role in growing a new client base and maximizing production capacity. This position is an exciting opportunity to develop and implement a strategic sales approach that drives our client's expansion across Canada. By leveraging advanced facilities and end-to-end services, the National Sales Director will help the business reach new markets and meet industry demands. Efforts will directly contribute to our client's long-standing commitment to quality, efficiency, and client satisfaction, ensuring they remain a trusted partner across key sectors.

National Sales Director

Southwestern Ontario (Hybrid)

Reporting to the President, you will:

- Design and implement a strategic sales plan to drive national business growth through new lead generation, follow-ups, and tactful business development.
- Work with Senior Management to identify and target opportunities to maximize manufacturing, warehousing, and logistics facility utilization across all assets in Canada.
- Build and nurture client relationships across agriculture, industrial chemicals, coatings, consumer products, and other sectors that align with the company's capabilities and interests.
- Cultivate a deep understanding of each new client's needs and expand the client portfolio while addressing existing agricultural clients' unique requirements.
- Conduct ongoing market assessments to identify high-growth opportunities in chemical products, industry liquids, and additional agricultural inputs.
- Adapt to market changes to broaden market exposure and brand presence.
- Lead the sales process from client outreach and lead generation through negotiation and contract finalization, and develop all sales processes, systems and teams to support national growth.
- Maintain an active sales pipeline to ensure consistent progress toward company-aligned business goals, national growth strategies and regional objectives.
- Partner with internal teams to create customized supply chain solutions, adding value to clients' business processes.

Your background includes:

- 10+ years of experience in a national sales role, preferably with a B2B sales background.
- Proven success in developing and executing sales strategies that capture new business and drive growth in relevant manufacturing sectors, including agriculture and industry chemicals.
- Strong client relationship skills, capable of building long-term partnerships across diverse industries.
- Skilled in identifying customer needs and crafting value-driven solutions for mutual benefit.
- Exceptional communication and interpersonal abilities, with experience in team leadership.
- An entrepreneurial mindset, with adaptability and a focus on expanding business opportunities.
- Understanding of core industries served, with a preference for candidates with insights into agriculture yet open to diverse growth approaches.

This role will include significant travel (60-70%) across Canada to meet clients, visit company facilities and attend various industry events, meetings and trade shows. Additional travel to the United States or elsewhere will be defined by the National Sales Director.

LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com or by phone at **416-868-4888 Ext. 5** quoting **“National Sales Director - 241022”**

Litherland & Co. is dedicated to fair and equal opportunities for all applicants. Candidates are selected upon the highest level of equity, diversity, and inclusion across the organization and throughout its hiring process. If you are selected for an interview and require accommodations, arrangements will be made for your convenience throughout the recruitment.