



Mechanical Contractors Association of Canada



MECHANICAL CONTRACTING CAREERS

TECHNICAL SALES/ SUPPLIERS

Do you like dealing with people? Can you help people solve technical problems using specific products? Do you possess a good technical understanding of construction products and/or services? Are you comfortable calling on customers and potential customers? If the answer to these questions is yes, then you could become a Technical Salesperson/Supplier.

Also known as

- Construction Equipment Sales Representative
- Heavy Equipment Sales Representative
- Industrial Supplies Sales Representative
- Technical Sales Representative

What the work is like

Technical salespersons/suppliers sell a range of technical goods and services, such as construction products, materials and equipment to construction contractors, designers (architects and engineers) and the owners of construction projects.

They are employed by companies that produce or provide technical goods and services, such as industrial equipment manufacturing companies, computer services firms and engineering firms. In some cases they may be self-employed technical sales specialists/agents who contract their services to other companies.

Comprehensive company training programs for technical sales specialists may be provided by employers.

Technical salespersons/suppliers work in all four construction sectors: New Home Building and Renovation, Heavy Industrial, Institutional and Commercial, and Civil Engineering.

Your duties

Technical salespersons and suppliers perform some or all of the following duties:

- promote sales to existing clients
- identify and solicit potential clients
- assess clients' needs and resources and recommend the appropriate goods or services
- provide input into product design where goods or services must be tailored to suit clients' needs
- develop reports and proposals as part of sales presentations to illustrate benefits from use of good or service
- estimate costs of installing and maintaining equipment or service
- prepare and administer sales contracts
- consult with clients after sale to resolve problems and provide ongoing support
- troubleshoot technical problems related to equipment
- may train customers' staff in the operation and maintenance of equipment

Work conditions

Depending on the purpose of the technical product or service, technical salespersons/suppliers visit clients in offices and/or on construction sites.

As with all careers in the construction industry, safety is the top priority. While on construction or other job sites, technical salespersons/suppliers must be aware of and comply with all relevant safety policy and procedures.

Essential Skills

Human Resources and Skills Development Canada (HRSDC) has identified nine Essential Skills that are necessary to succeed in the workplace. These skills provide the foundation for learning all other skills and apply to most construction careers. Best of all, you can learn and improve on these skills in school, on the job and during your everyday life. The nine essential skills are Reading Text, Document Use, Numeracy, Writing, Oral Communication, Working with Others, Thinking Skills, Computer Use and Continuous Learning

The specific Essential Skills most important to this occupation have not been defined. [Click here](#) to learn more about Essential Skills.

Typical background requirements

- A university degree or college diploma in a program related to the product or service may be required.
- Experience in sales or in a technical occupation related to the product or service may be required.
- Technical sales supervisors and/or managers require prior experience as a Technical Sales Specialist.

Training and certification

The Canadian Professional Sales Association (CPSA) is a good source of information on courses and training providers for this occupation. The CPSA also awards the Certified Sales Professional (CSP) designation to technical salespersons and suppliers who meet their certification requirements. For more information, visit www.cpsa.com.

Salary ranges

Technical Salesperson and Supplier hourly wages vary depending on the company, and on local and national economic conditions. Typical hourly wage ranges for technical salespersons and suppliers (based on national or regional averages) are as follows:

Inexperienced, entry-level technical salespersons/suppliers

Region	Typical hourly rate
National average	\$11-\$17
Atlantic Canada	\$9-\$11
Ontario and Quebec	\$11-\$13
Western Canada	\$14-\$18

Based on national averages, inexperienced workers can earn annual salaries ranging from \$23,000 to \$35,000 per year, not including overtime.

Experienced technical salespersons/suppliers

Region	Typical hourly rate
National average	\$18-\$25
Atlantic Canada	\$15-\$18
Ontario and Quebec	\$19-\$23
Western Canada	\$22-\$27

Based on national averages, experienced workers can earn annual salaries ranging from \$37,000 to \$52,000 per year, not including overtime.

Highly experienced technical salespersons/suppliers

Region	Typical hourly rate
National average	\$30-\$38
Atlantic Canada	\$25-\$38
Ontario and Quebec	\$31-\$37
Western Canada	\$35-\$38

Based on national averages, highly experienced workers can earn annual salaries ranging from \$62,000 to \$79,000 per year, not including overtime.

Construction work can involve overtime, so your total annual salary will vary depending on the number of overtime hours you work.

In addition to the hourly rate, many construction industry workers receive statutory holiday and vacation pay. Depending on the contract, you may also receive benefits such as group insurance for health, dental, and vision care, retirement packages and training benefits up to 30% of your hourly rate. If you are self employed, it is up to you to arrange your own benefits.