



PHOENIX CONTACT Ltd.  
8240 Parkhill Drive  
Milton ON L9T 5V7  
Phone: 800.890.2820  
[www.phoenixcontact.ca](http://www.phoenixcontact.ca)

## Regional Business Developer – Efficiency in Cabinet Building

**Location:** Ontario

### ABOUT THE COMPANY

Phoenix Contact's roots are in Germany. Our headquarters are in Blomberg. Originally founded in Essen in 1923, we have grown over the years. With over 50 subsidiaries worldwide, we truly have Global reach. Together with customers and partners, we design solutions for the future using trend-setting connection and automation technology. Wherever they are needed - for example, in transportation infrastructure, electromobility, for clean water, regenerative energies and intelligent supply networks, or energy-efficient machine building and systems manufacturing. We face up to technological developments and the associated changes in society. With more than 100 years of experience in the field of machine building and automation, we are working on tomorrow's intelligent production today.

This multi-dimensional role is a combination of Marketing and Business Development and is designed to increase Phoenix Contact's market position in our Marking and Installation business.

The Regional Business Developer will work in a collaborative fashion with the existing industrial salesforce in each region to expand our presence in our existing customers/markets, but to also develop new market segments for our Efficiency in Cabinet Building Portfolio.

### RESPONSIBILITIES:

#### **Sales & Business Development:**

- Present, promote and sell products/services using solid arguments to existing and prospective customers
- 70% dedicated to bringing new business in Efficiency in Cabinet Building
- 30% dedicated to being a product specialist and support to the existing sales team
- Business plan is established with a list of targets between the AM and BD (RSM can be part of the conversation) for 3-4 months at a time.
- Review of this list to be done on a monthly basis through extensive communication with sales teams.
- Targets accounts should be a mix of new accounts, medium size existing accounts (<\$15K) and large existing accounts (>\$50K)
- New opportunities to be discussed with AM for maintaining good communication.
- Establish, develop and maintain positive business and customer relationships
- Expedite the resolution of customer problems and complaints to maximize satisfaction
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs
- Establish, develop and maintain positive relationship with distributors



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- Organize demo/counter days with our distribution network to promote hand tools and printers.
- Coordinate sales effort with team members and other departments. Joint calls possible but preferably on their own to avoid duplicating resources.
- Achieve agreed upon sales targets and outcomes within schedule
- Continuously network for prospects to achieve new sales, expand offerings within an account, and populate account pipeline consistently and on a timely basis
- Differentiate Phoenix Contact from other industrial component vendors by building “ECB system” relationships with customers and demonstrate excellence in meeting their needs.
- Feed the ECB consultant with prospects for days of workshop
- All actions to be loaded in lave (even joint calls) for maximum transparency. Email copy to AM in case of follow up. Quote to be jointly discussed with BD and AM
- BD target is 7-8 calls/Team meeting a week average.
- Monthly update at Sales Meeting or email to the sales team if presence not possible.

### Marketing:

- Develop Brand Awareness. Work with the Product Marketing Manager to effectively market Phoenix Contact as a key player in the Cabinet Building field.
- Recommend the design of sales collateral material for targeted markets, applications, and/or capabilities with Product Manager for use by the sales subsidiaries and channel partners.
- Keep abreast of best practices and promotional trends
- Develop strategies to increase mind share and brand visibility at the channel.
- Identify Market Adjacencies and/or new products to expand Phoenix Contact further in the area of Industrial Marking and Identification.

### QUALIFICATION REQUIREMENTS

- University degree and/or College Technician/Technologist diploma.
- Proven technical aptitude in applications, program management and/or marketing within the Industrial Marking and Identification industry or in the field of Electrical Engineering / Electronics preferred
- Minimum 4 years sales experience in the industrial controls marketplace
- Proficient with computer and Windows based applications (Word, Excel, PowerPoint)
- Previous working experience with distribution is an asset.

### ESSENTIAL JOB REQUIREMENTS

- Must possess a valid driver's license and able to operate an automobile for up to six hours at a time.
- Must be able to lift 23kgs (50lbs)
- Must be able to travel overnight 30-50 % as dictated by assigned territory



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- Must be able to travel via air as required.  
Attendance in accordance with company policies and participation in local, regional and (inter)national meetings

We are offering an attractive remuneration package, employee benefits and the opportunity to contribute to a fast-paced growing company with dynamic leadership and a history of growth and profitability.

**Awarded one of Canada's Best Workplaces, we recognize people as our most valuable resource. We are an equal opportunity employer.**

### To apply for this position:

Interested candidate may reply in complete confidence by submitting a resume with a summary of achievements to **the HR Mailbox** at [pxcca-sm-hr@phoenixcontact.com](mailto:pxcca-sm-hr@phoenixcontact.com)

***Phoenix Contact Ltd welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.***

We appreciate your interest; however only candidates selected for interviews will be notified.