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## Outside Sales Representative

Location: Calgary, AB

### About Us

TransCold Distribution is the premier wholesale supplier and distributor of ice cream and frozen goods throughout Canada and the Pacific Northwest of the United States. Since 2002, we have provided exclusive access to the most recognized ice cream and frozen food brands in the world with an industry-best product portfolio and customer service.

TransCold delivers to Major Grocery, Drug, Gas & Convenience, and Independent Retailers through Direct to Store Delivery (DSD) and Warehouse Fulfillment, and provides services for mobile vendors, corporate events, and third-party logistics (3PL) customers. With 12 locations and 200+ employees, TransCold has the logistical reach to supply all regions across Canada and the PNW with a customer-first attitude.

### The Opportunity

We are looking for a driven, relationship-focused Outside Sales Representative to own and grow our Calgary and surrounding area territory. Reporting to the Senior Sales Manager, this is a hands-on field sales role for someone who enjoys being in the market, building relationships, finding opportunities, and seeing the results of their work firsthand.

You will manage an established customer base while actively prospecting and opening new accounts. You will also play an important role in bringing our brands to life at store level - improving distribution, securing displays, introducing new products, executing promotions and identifying opportunities to grow sales.

### What You'll Do

- **Own Your Territory:** Manage a defined Calgary-area territory and develop a weekly call plan that maximizes customer coverage and productive face-to-face selling time.
- **Grow Existing Accounts:** Build strong relationships with customers and identify opportunities to increase sales, distribution, product assortment and order frequency.
- **Win New Business:** Prospect, pitch and open new accounts across grocery, convenience, independent retail, foodservice and other channels.
- **Drive Sales Results:** Consistently work toward established sales, distribution and new-business targets.
- **Sell Our Portfolio:** Introduce customers to TransCold's broad portfolio of ice cream, frozen food and specialty brands, including new products and seasonal opportunities.
- **Execute at Store Level:** Ensure promotions, pricing, distribution and merchandising programs are properly executed within assigned customers.
- **Create Visibility:** Secure incremental displays, additional shelf/freezer space and improved product placement to increase rate of sale.
- **Merchandise for Success:** Support merchandising, display building, product rotation and in-store execution when required.

- **Be the Customer's Partner:** Provide responsive, solutions-oriented service and become a trusted point of contact for your accounts.
- **Know Your Market:** Monitor competitor activity, customer feedback, market trends and new opportunities and communicate insights back to the Sales team.
- **Work Cross-Functionally:** Partner with Delivery, Operations, Inside Sales and Key Accounts to ensure excellent execution and customer service.
- **Stay Accountable:** Maintain accurate customer records, sales activity and follow-up through company reporting tools.

### What We're Looking For

- 2+ years of outside sales, territory sales, merchandising or relevant customer-facing experience
- Experience in CPG, grocery, food, beverage or convenience is strongly preferred
- Proven ability to develop customer relationships and identify new business opportunities
- Comfortable prospecting and opening new accounts
- Strong communication, presentation and negotiation skills
- Highly organized with the ability to independently manage a busy field territory
- Results-driven, self-motivated and comfortable being accountable to sales targets
- Strong understanding of merchandising and store-level execution
- Comfortable working collaboratively across Sales, Operations and Delivery teams
- Proficiency with Microsoft Office and comfortable with basic reporting systems
- Post-secondary education or an equivalent combination of education and relevant experience
- Valid driver's licence with a clean driver's abstract
- Strong knowledge of Calgary and surrounding markets is an asset
- Ability to perform the physical requirements associated with merchandising

### Why Join TransCold?

We invest in our people because they are the key to our success. When you join our team, you receive:

- **Competitive Compensation:** A base salary of \$50,000 - \$55,000, commensurate with experience, plus a competitive sales incentive plan that rewards performance and territory growth.
- **Everything You Need to Succeed:** Company vehicle, fuel card, company cellphone, iPad, sales tools, an established customer base and an extensive product portfolio.
- **Comprehensive Benefits:** Extended Health, Dental and Vision coverage; Life Insurance; Long-Term Disability; RRSP Matching Program; and Employee Assistance Program (EAP).
- **A Company Where You Can Grow:** Paid vacation and sick days, birthday and citizenship leave, tuition reimbursement, and career development and advancement opportunities within a growing company.

### Ready to Build Your Future with Us?

If you're a motivated sales professional who enjoys building relationships, winning new business, and growing a territory, we'd like to hear from you. Please submit your up-to-date resume via Indeed or email to [cooljobs@transcold.com](mailto:cooljobs@transcold.com) . Discover more about the TransCold difference at [www.transcold.com](http://www.transcold.com) .