Job Description

Job Title: Forklift Sales Manager

Reports To: HQ

Position Summary

The Forklift Sales Manager leads LGMG's forklift business in an assigned Canadian territory. This role builds and grows the authorized dealer network, drives forklift sales against regional targets, and manages each order from quote through payment collection. The Sales Manager works closely with Product Support, Operations, Inside Sales and Marketing to deliver results and grow LGMG's market share.

Key Responsibilities

Market development and sales

- Develop the assigned territory by identifying, recruiting, and onboarding new authorized forklift dealers.
- Meet or exceed regional forklift sales targets.
- Manage the full order process, from quote and order entry through delivery and timely collection of payment.
- Build accurate sales forecasts and pipeline reports.

Market research and strategy

- Research regional market trends, customer needs and competitor products, and pricing.
- Develop territory sales strategies and product recommendations based on local market needs and lead their execution.
- Share market feedback with Product Management to guide product positioning for North America.

Dealer partnerships

- Build long-term relationships with dealers in the territory.
- Support dealers with product training, sales coaching, and marketing resources.
- Plan and run regional promotions, events and trade show activities to increase brand awareness, dealer coverage, and market share.
- Perform additional duties as requested by LGMG.

Minimum Qualifications

- Bachelor's degree or higher
- 5+ years of hands-on experience selling forklifts and developing dealer channels
- Strong knowledge of forklift product lines and how they are used across industries

LGMG North America, Inc.
4105 Live Oak Drive, Suite 100,
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- Excellent spoken English and strong negotiation skills
- Willing and able to travel frequently, including extended trips within the territory
- Valid driver's license

Preferred Qualifications

- Established relationships with forklift dealers in Canada
- Experience launching a brand or opening a new market
- Spanish or French language skills
- Experience with SAP or a similar CRM/ERP system

Work Environment and Physical Demands

Work takes place in an office or home office and at dealer, customer and trade show locations. Regular use of computer and phone. The role involves frequent travel, occasional standing and walking at equipment sites and trade shows, and lifting up to 25 pounds. Must be able to handle a fast-paced, target-driven environment.

Work Schedule

- Full-time, exempt position
- Standard hours: Monday – Friday, 8:00 a.m. – 5:00 p.m., with flexibility for travel and customer needs
- Some evening or weekend work may be required

Compensation

Base salary of $68k-$123K CAD plus sales incentive, based on experience and territory.

Benefits

- Health insurance
- Dental insurance
- Vision insurance
- Life insurance
- RRSP
- Paid time off

Equal Opportunity Statement

LGMG Machinery Canada Ltd. provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color,

religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Other Duties

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

To Apply:

Please send resumes to **hr@lgmgna.com**

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