



Outside Sales Representative

Department: SLS – Distributor Sales Group

Reports to: Distributor Sales Group

Company Overview:

SLS is dedicated to providing the British Columbia lighting industry with high-quality, innovative lighting and control solutions. We serve as a key link between end users, the design community, contractors, and distributors by building and maintaining strong relationships across the electrical industry.

Our professional sales team promotes both the manufacturers we represent and the overall value SLS delivers to the BC electrical marketplace. We provide competitive, comprehensive lighting and control packages for the BC construction market, as well as retrofit and energy-upgrade solutions.

Position Summary:

The Outside Sales Representative is responsible for developing and maintaining relationships with electrical distributors, contractors, and end users. This role focuses on direct sales activity, product promotion, education, and market intelligence to support growth and strengthen SLS's position in the BC lighting market.

Key Responsibilities:

- Conduct direct sales calls with electrical distributors, electrical contractors, and end users
- Participate in joint sales calls with manufacturer representatives, electrical contractors, distributors, and end users as required
- Promote the full portfolio of manufacturers represented by SLS, including:
 - Fixture manufacturers
 - Control manufacturers
 - Life-safety manufacturers
- Establish and maintain a structured sales call schedule
- Build and sustain relationships with new and existing customers through regular visits, collaboration, and engagement
- Identify and promote relevant SLS products based on customer needs
- Provide product education and training to increase customer knowledge of SLS manufacturers and solutions
- Coordinate contractor-driven lighting audits and ensure alignment with BC Hydro Power Smart programs and incentives
- Support design-build applications and project opportunities
- Track competitor activity, new product introductions, and market purchasing trends
- Follow up on quotations issued
- Share contractor feedback, pricing insights, and specification intelligence with the SLS team
- Set and work toward achievable growth and product objectives
- Provide on-site contractor support as needed
- Assess and adapt to changing market conditions while assisting to develop and employ sales strategies



SLS Group Industries Inc.

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Required Qualifications & Skills:

- Excellent verbal and written communication skills
- Professional demeanor and appearance
- Strong organizational and time-management skills
- Proven listening, negotiation, and relationship-building abilities
- Knowledge of the BC lighting market, including distributor and manufacturer support structures
- Solid working knowledge of computer systems, including:
 - Bluebeam
 - Microsoft Excel
 - Microsoft Teams
 - Microsoft Outlook
- Previous sales and marketing experience (lighting or electrical industry experience is an asset)
- Punctual, reliable, and self-motivated
- Strong product and industry knowledge
- Adaptable and comfortable in a fast-changing market
- Willingness to travel within Canada and internationally for training and customer programs

Working Conditions:

- Regular travel throughout the Interior, Kootenays, and Northern British Columbia (valid driver's license required)
- Occasional travel within Canada and the United States for factory training (valid passport and eligibility to travel to the U.S. required)
- Ability to transport and handle heavy or bulky lighting samples and support materials
- Participation in trade shows and industry events
- Provide back-up support to SLS customers as needed

