



Job Opportunity
Western Canada Sales Representative
Start Date: June 2025

About Us

ASM Sports is a trusted agency that has been representing leading equipment and apparel brands in the outdoor and sports industries since 1993. With strong roots in Eastern Canada, we are now expanding our reach into Western Canada (British Columbia, Alberta, Saskatchewan, Manitoba). Being the bridge between suppliers and retailers, integrity, exceptional service, and long-term partnerships. Our reputation speaks for itself—and now we're looking for the right person to help us grow even further.

Position Overview

The Western Canada Sales Representative (WCSR) will play a key role in expanding our presence across the region. This individual will build and maintain strong relationships with retail partners, support business development goals, and drive sales for the brands represented by ASM Sports. This is a dynamic role for someone who is proactive, organized, and a true team player.

Your Responsibilities

- Promote and sell selected brands to dealers throughout Western Canada under the guidance of the Account Directors. Katadyn Group and Spherik Bicycles being the majors.
- Support Account Directors in sales forecasting and marketing strategies.
- Book and conduct buyer appointments to present upcoming collections.
- Negotiate and close sales with retail partners.
- Organize and lead product knowledge sessions with store teams.
- Manage and maintain product samples and sales tools.
- Represent ASM Sports at promotional events and trade shows.
- Assist retailers with merchandising and inventory support.
- Handle client service matters including order follow-ups and warranty issues.
- Be a solutions-oriented resource for clients and team members.



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Your Profile

- Minimum 2 years of sales experience, preferably in the outdoor, sporting goods.
- Fluent in English (French is an asset).
- Strong communication and presentation skills.
- Proficient in Microsoft Office (Word, Excel, PowerPoint).
- Valid driver's license
- Able to lift up to 20 lbs and travel frequently within the region.
- Comfortable working independently and adapting in a fast-paced environment.

What We Offer

- Competitive annual salary based on experience.
- Group insurance coverage.
- Company laptop and mobile phone.
- Mileage reimbursement.
- A positive, team-driven culture with room to grow.
- Tools, support, and autonomy to perform and succeed.

Interested?

Send your resume to loic@asmsports.ca or call 514-625-8920 to learn more.

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