



INSIDE SALES REPRESENTATIVE (REMOTE)

Full Time
MISSISSAUGA, ON, CA

The Authentic T-Shirt Company/SanMar Canada seeks a sales-oriented, customer-focused Inside Sales Representative.

Job Summary

Reporting to the Sales & Vendor Relations Supervisor, the Inside Sales Representative is responsible for developing and supporting customer relationships through high-quality sales support, outbound communication, and collaboration with Outside Sales Representatives (OSRs). This role focuses on driving account growth by conducting outbound calls, Microsoft Teams meetings, and written communications with customers. Working closely with territory OSRs, the Inside Sales Representative supports strategies for new products and services, analyzes customers' business needs, and identifies opportunities for growth.

Required Qualifications & Experience

- Minimum 3 years of experience in inside or outside sales
- Preference given to candidates with experience in the promotional products industry
- Exceptional verbal and written communication skills
- Proven ability to build and maintain customer relationships that drive business growth
- Experience using inventory management systems
- Strong customer service skills across multiple channels (phone, email, messaging platforms)
- Strong organizational, multitasking, and problem-solving skills
- Ability to create and manage structured workflows for productivity
- Strategic thinker with strong attention to detail and data accuracy
- High level of professionalism and confidentiality
- Strong Microsoft Office skills (intermediate proficiency in Word and Excel)
- Excellent time management skills; able to work under pressure
- Self-motivated and able to work independently with minimal supervision

Primary Responsibilities

- Work in conjunction with the territory OSRs to grow, service and support accounts via phone, email and Microsoft Teams
- Conduct daily outbound calls and Microsoft Teams presentations for:
- Project-based initiatives (new brands, new marketing tools, promotions, etc.)
- Follow-up calls after samples are placed
- Contact remote customers
- Support Account Executives with administrative tasks including: order entry, sample orders, returns & QC issues
- Share customer status updates, growth opportunities and market insights with OSRs
- Collect and document customer feedback related to market trends and competitor activity
- Share insights through the Daily Customer Feedback email distribution
- Recommend pricing trials or price break adjustments to the OSRs, as applicable
- Conduct pricing trial follow-up calls to ensure:
- Customers understand volume expectations
- Sales mix aligns with pricing support provided
- Schedule and facilitate Microsoft Teams meetings between customers and the National Sales Manager
- Assist in preparation for tradeshow as required
- Assist in other areas of the Account Executive, Sales Support, and Vendor Relations departments and additional duties as required by management

Monday – Friday, 8:30 AM – 5:00 PM

Email application to hr@sanmarcanada.com