

Inside Sales & Channel Coordinator - Canada

Ref. ISCC_CA_2609

Location: Full time - Ontario Canada



Company Overview

Carlo Gavazzi is a recognized global leader in the design, manufacture, and marketing of components and networked solutions for Industrial Automation and Building Automation. The Group offers a broad portfolio spanning sensors, relays, and energy management solutions, serving customers worldwide with innovative, high-quality products.

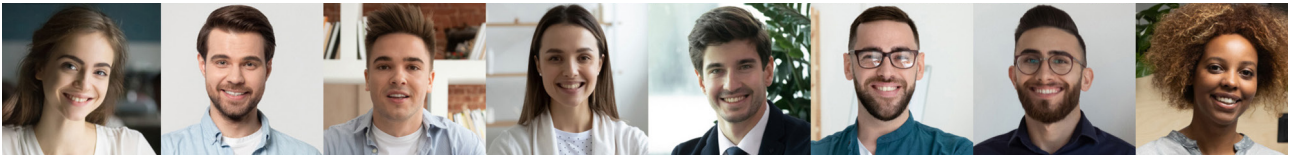
The Opportunity

The Inside Sales Representative & Channel Coordinator serves as a key commercial link between customers, distribution partners, Area Sales Managers, and internal teams across Canada. The role provides day-to-day inside sales support, strengthens coordination with channel partners, develops assigned house accounts, and helps ensure opportunities progress from initial inquiry through successful completion.

Working closely with the Canadian sales organization and distribution network, this position supports quotations and customer inquiries, coordinates partner communications and reporting, maintains accurate CRM information, and identifies opportunities to improve sales execution, responsiveness, and channel effectiveness.

Key responsibilities

- Provide day-to-day inside sales support to customers, distributors, and the Canadian sales team.
- Respond to inquiries regarding products, pricing, availability, quotations, and general commercial requirements.
- Prepare and follow up on quotations, monitor open opportunities and customer requests, and help move opportunities toward orders.
- Coordinate sales communication and activities with Canadian distribution partners, including promotions, new products, training opportunities, and targeted sales programs.
- Build productive relationships with key distributor branches, inside sales teams, product specialists, customers, and internal teams.
- Work with Area Sales Managers to ensure distributor opportunities and customer requirements receive timely and effective follow-up.
- Manage and develop assigned house accounts through regular contact, opportunity identification, and disciplined sales follow-up.
- Identify potential leads and opportunities within existing customers, distributor networks, and inbound inquiries.
- Support targeted sales campaigns, product-line initiatives, distributor training, meetings, and product introductions.
- Coordinate channel partner reporting requirements, including POS, inventory and stock reporting, and other agreed commercial obligations.
- Monitor the completeness, accuracy, and timeliness of distributor reporting and work with channel partners to address gaps or inconsistencies.
- Maintain accurate customer, opportunity, and activity information in company CRM and reporting systems.
- Coordinate internally with Sales, Product Management, Operations, and other departments to resolve customer and distributor issues.
- Provide management with visibility into customer activity, channel feedback, reporting status, opportunities, and areas requiring attention.
- Identify and support improvements in communication, reporting, sales coordination, and overall channel effectiveness.



Required qualifications

- Previous experience in inside sales, sales coordination, customer service, or channel and distributor support.
- Experience working with electrical or industrial distributors is strongly preferred.
- Experience in industrial automation, electrical products, manufacturing, controls, or a related technical industry is an asset.
- Experience with distributor POS reporting, inventory reporting, or channel-management processes is an asset.
- Familiarity with CRM systems, Microsoft Office applications, and Microsoft Teams.
- Technical product knowledge is beneficial; strong commercial ability, attention to detail, and willingness to learn are equally important.

Competencies

- Highly organized with strong follow-up skills and the ability to manage multiple priorities simultaneously.
- Customer-focused with a strong commercial and sales mindset.
- Proactive and comfortable taking ownership of responsibilities and outstanding actions.
- Confident communicating by phone, email, and Microsoft Teams and discussing pricing, quotations, products, and commercial opportunities.
- Able to build productive relationships with distributors, customers, sales professionals, and internal teams.
- Detail-oriented and committed to maintaining accurate CRM, sales, and channel reporting information.
- Comfortable following up with channel partners on commitments and reporting requirements.
- Able to work independently while remaining closely connected to the broader Canadian sales team.
- Interested in developing a career in industrial automation and technical sales.

Benefits and compensation

- A dynamic role within a globally respected automation company
- Collaboration with passionate, high-performing teams
- The opportunity to influence innovative, end-to-end product solutions
- Competitive salary and comprehensive benefits package
- Career growth opportunities within a fast-growing international organization

Application process

Interested candidates are invited to submit their CV to **GlobalTalent@carlo gavazzi.ch**

Please reference **"Inside Sales & Channel Coordinator - Canada"**

Learn more about us www.gavazziautomation.com or visit our [LinkedIn page](#)

The **Data Controller** is Carlo Gavazzi (Canada) Inc. - 2430 Meadowpine Boulevard Unit 104 - Mississauga, ON - L5N 6S2 - Canada - Gavazzi@CarloGavazzi.com