

Sales Manager Calgary, Alberta

About Our Client

Our client is a well-established oilfield services company with deep expertise in a wide range of operations, delivering innovative equipment and solutions across the Canadian and U.S. energy sectors.

They have built their reputation on a commitment to safety, service excellence, and technical precision. Their operations are supported by in-house trained crews, purpose-built equipment, and rigorous standard operating procedures that meet and exceed industry standards. From advanced fabrication to ongoing calibration and training, every aspect of their work is designed to ensure accurate, reliable results for their clients.

At the heart of the organization is a team of experienced professionals who take pride in delivering practical, high-quality solutions. With a strong focus on continuous improvement, innovation, and environmentally responsible practices, they are dedicated to helping their customers achieve successful outcomes in an ever-evolving industry.

Role summary

Our client is seeking a Sales Manager to lead business development efforts, drive revenue growth, and strengthen client relationships within a fast-paced oilfield services environment.

In this role, you will take ownership of the sales function, building and maintaining strong partnerships with both existing and prospective clients while identifying new opportunities across the market. You will work closely with operations and leadership teams to align service capabilities with customer needs, ensuring a high standard of delivery from initial engagement through to project execution.

The ideal candidate is both strategic and hands-on: someone who can develop a pipeline, close opportunities, and nurture long-term relationships. You are confident navigating both field and office environments, bring strong communication and negotiation skills, and have a natural ability to anticipate customer needs.

This is a key role within a collaborative, safety-focused organization that values professionalism, accountability, and continuous improvement offering the opportunity to make a meaningful impact on both client success and overall business growth.

Responsibilities and Duties

- Drive business development efforts by identifying opportunities where services and equipment align with client needs
- Build, maintain, and regularly update a strong client network, sharing insights and opportunities with senior leadership directly and through CRM reporting
- Mentor junior Salesperson(s)
- Develop, prepare, and present quotes, proposals, and contracts to support new and ongoing business
- Monitor industry trends and pricing to ensure competitiveness in the market
- Act as a key liaison between clients, operations, and management to ensure clear communication and successful project execution
- Confirm equipment and crew availability prior to job acceptance and support coordination with field operations
- Ensure client satisfaction throughout the full lifecycle of each job, including follow-up and feedback to management
- Support the invoicing process by ensuring documentation is complete, accurate, and approved by clients
- Contribute to daily operational reporting, including job tracking, invoices, and required documentation
- Participate in management meetings, customer service discussions, and industry events to support business growth and visibility
- Represent the organization in a professional and positive manner at all times, strengthening brand reputation
- Promote and uphold a strong culture of safety by participating in safety meetings and adhering to all standard operating procedures
- Identify and communicate potential risks, service issues, or operational challenges to senior management
- Support field operations as needed, including occasional coordination of equipment or parts
- Maintain accurate records and complete required reports in a timely manner
- Be familiar with and operate in accordance with all company procedures, safety standards, and policies
- Maintain flexibility to support operational needs, including travel and extended hours when required

What Success Looks Like

- Consistently meets annual sales targets, forecasts, and budget expectations
- Actively identifies and develops new business opportunities while strengthening existing client relationships

- Demonstrates a strong commitment to delivering high-quality service and ensuring customer satisfaction
- Communicates clearly and professionally, both written and verbally, with clients, field teams, and leadership
- Maintains a professional personal and company image in all interactions
- Participates actively in safety, sales, and customer meetings, contributing to a collaborative team environment
- Adheres to all company policies, procedures, and safety standards, with a clear understanding of operational processes
- Demonstrates reliability through consistent attendance, responsiveness, and accountability
- Exercises sound judgment to manage costs and minimize unnecessary expenses across operations and client interactions
- Maintains a working understanding of oilfield equipment and processes to effectively support client needs
- Contributes to annual business planning and budgeting processes
- Continuously looks for ways to improve service delivery, operational efficiency, and overall client experience

High Performance Expectations

- Consistently exceeds annual sales targets, forecasts, and budget expectations
- Develops and maintains a portfolio of five or more long-term client relationships
- Retains and grows the existing client base through strong service and relationship management
- Actively promotes the organization within the community and industry, enhancing visibility and reputation
- Operates with a high level of independence, including the ability to manage on-call responsibilities with minimal supervision
- Demonstrates a strong commitment to safety, contributing to an incident-free work environment
- Effectively manages client communications, quotes, and contact information (CRM updates) with a high degree of ownership and accountability

Core Skills & Qualifications

- Strong communication and negotiation skills, with the ability to build trust and influence outcomes
- Sound judgment and decision-making abilities in a fast-paced, operational environment
- Highly organized, with the ability to manage multiple priorities and administrative requirements effectively
- Clear and consistent communication skills, both written and verbal, when working with field teams, clients, and internal stakeholders
- Working knowledge of safety policies, procedures, and emergency response practices

- Proficient in a variety of computer systems and software applications
- Demonstrates professionalism, discretion, and the ability to handle confidential information appropriately

Requirements

- Previous experience working directly with clients, with the ability to navigate a variety of personalities and build strong relationships
- Demonstrated leadership and team collaboration skills
- Valid Class 5 driver's license and willingness to travel as required
- Familiarity with production testing and flow control service lines (or ability to quickly develop working knowledge)
- Strong computer skills and comfort working with multiple systems, software and CRM reporting
- Valid safety certifications, including H2S, First Aid, and TDG (or willingness to obtain)
- Ability to follow standard operating procedures and comply with company safety and work programs

Preferred Qualifications

- Formal training in customer relations or client service
- Previous experience in sales and negotiation within a technical or service-based environment
- Industry experience with production testing, flow control equipment, and related operational procedures
- An established network or client base within the oil and gas sector

If you are interested in this position, please contact Catherine Brownlee at catherine@cbibusiness.ca.