**Structural Truss Systems**specializes in the design, manufacturing, and transportation of custom roof trusses, floor systems, and wall panels for every size of residential, commercial, and agricultural projects. We operate out of over 38,000 square feet of manufacturing facility in**Fort MacLeod, AB**, just 25 minutes west of Lethbridge, AB.

With a commitment to excellence and customer satisfaction, we are seeking a dynamic and results-driven **Sales Manager** to join our team and drive our sales efforts to new heights.

**Job Summary**

As the **Sales Manager**, you will be responsible for leading and developing the sales team, building strong customer relationships, and driving revenue growth. You will play a key role in identifying new business opportunities, maintaining existing client relationships, and developing strategic sales plans to expand our market presence.

At Structural Truss,  **Core Values are at the heart of everything we do. To be successful in this role, the ideal Candidate will:**

• Be Passionate, Positive & Productive

• Be Respectful, Helpful & Caring

• Be Responsible & Reliable

• Be Solution-Focused

• Do The Right Thing

**Responsibilities**

* Develop and implement effective sales strategies to achieve company revenue targets.
* Lead, mentor, and motivate the sales team, project coordinator, and scheduler to ensure peak performance and professional growth.
* Identify and pursue new business opportunities within the construction and building materials industry.
* Build and maintain strong relationships with contractors, builders, architects, and other key stakeholders.
* Prepare and present sales forecasts, reports, and performance metrics to senior management.
* Stay up to date with industry trends, market conditions, and competitor activities.
* Collaborate with production and design teams to ensure product offerings meet customer needs.
* Negotiate contracts and pricing agreements with clients to secure profitable sales.
* Represent the company at industry trade shows, networking events, and client meetings.

**Qualifications**

* Proven experience in sales management, preferably within the truss, construction or building materials industry.
* Strong leadership and team management skills with a track record of achieving sales targets.
* Excellent communication, negotiation, and interpersonal skills.
* Ability to develop and execute strategic sales plans.
* Knowledge of trusses, engineered wood products, and the construction industry is a plus.
* Proficiency in CRM software and Microsoft Office Suite.
* Bachelor’s degree in Business, Sales, Marketing, or a related field (preferred but not required).