

Director of Sales-Quebec

Are you passionate about animal health and agriculture? Do you thrive on building strong relationships and driving sales growth through trust, technical expertise, and in-person support? Mapleview Agri is seeking a bilingual and relationship-driven leader to expand our Quebec business and strengthen our network of feed dealers and veterinary partners.

About the Role

As Director of Sales-Quebec, you will lead provincial sales efforts and support a growing network of feed dealers and veterinary clinics. You will work closely with partners to provide technical guidance, sales coaching, and practical support that helps them succeed and grow.

A key part of this role is on-farm support. You will visit producers alongside dealer representatives, provide real-time solutions, and build lasting trust with hands-on service. You will also take the lead in identifying and developing new dealer and veterinary relationships to expand our reach in the province.

Key Responsibilities

Dealer Network Growth and Support

- Strengthen relationships with existing feed dealers across Quebec
- Provide sales and technical support to dealer teams
- Conduct on-farm visits to support dealer representatives and build producer trust
- Deliver engaging product presentations and training sessions
- Organize dealer training events and one-on-one coaching
- Promote Mapleview and Truvital products across the dealer network

Veterinary Channel Development

- Build partnerships with veterinary clinics to expand market access
- Attend meetings and events with veterinary teams and company leadership
- Develop a deep understanding of product benefits and research to handle technical questions
- Represent the company at educational sessions hosted by veterinary clinics and dealers

Industry Engagement and Learning

- Stay informed on industry trends through events, research, and continued education
- Attend meetings with dairy, veal, lamb, and goat producers to build market knowledge
- Participate in ongoing sales and leadership development

Event Participation and Industry Networking

- Represent Mapleview and Truvital at events such as Salon de l'Agriculture, Expo Champs, and Canadian Dairy Expo
- Build connections with producers and industry stakeholders
- Promote our values and product lines in person to strengthen awareness

Market Insight and Strategy

- Collect insights on producer needs, competitor activity, and market trends
 - Use customer feedback and farm visits to support sales strategies and product planning
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What We Are Looking For

- Fluent in French and English
 - Proven success in agricultural sales, with experience in Quebec preferred
 - Strong communication skills and the ability to build trusted relationships
 - Knowledge of livestock production, especially calves, lambs, goat kids, and veal
 - Practical and solutions-focused approach to customer service
 - Confident in technical discussions and on-farm support scenarios
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Why Join Mapleview

At Mapleview, we believe people are our greatest strength. Our team values collaboration, personal growth, and positive energy. We work together, celebrate together, and learn from each other every day. If you want to be part of a company where relationships matter and your contributions make a difference, we would love to meet with you.

Apply Today

If you are motivated by meaningful work, strong partnerships, and a shared passion for agriculture, we invite you to apply. Please submit your resume and a short cover letter explaining why this role is right for you.

Posting Closing: July 4, 2025

To apply, please email a cover letter and resume to info@mapleviewagri.ca.