



Bioforce Canada Inc.

JOB DESCRIPTION

Title: Territory Manager

Region: North-Eastern Ontario

Job application: HR@bioforce.ca

Department: Sales

Job Classification: Base Salary + Commission

About Bioforce Canada

Bioforce Canada is one of the country's leading suppliers of premium natural health products. We proudly offer the clinically proven **A.Vogel** brand of fresh herbal remedies from Switzerland, renowned for their quality and efficacy. Since its inception, A.Vogel has upheld its founder's commitment to organic farming practices, ensuring full traceability and integrity from seed to shelf.

A.Vogel products first entered the Canadian market in 1956, and today, Bioforce Canada distributes a diverse portfolio of trusted brands, including **A.Vogel, Herbatint, Aromaforce, and Natur**. Our products are available in more than 2,000 health food stores, grocery chains, and pharmacies nationwide. At Bioforce Canada, we are deeply committed to advancing the natural health industry while preserving the values and principles that define it.

Position Overview

Reporting to the National Sales Director, the Territory Manager plays a pivotal role in driving sales growth and strengthening Bioforce Canada's market presence. This outside field position combines managing an established health food retailer base in addition to regular pharmacy visits, where you will educate pharmacists on our products and the science behind them.

Key Responsibilities

Account Management

- Build and maintain strong relationships with retailers, pharmacists, and key stakeholders, positioning Bioforce Canada as a trusted partner.
- Serve as the primary point of contact for all account-related inquiries and concerns.
- Coordinate internal communication with marketing, supply chain, customer service, and finance to support account needs.
- Monitor account performance to identify growth opportunities, including upselling and cross-selling.
- Develop and implement account-specific strategic plans to maximize sales and profitability.

Sales Strategy & Representation

- Act as a trusted advisor and brand ambassador for all Bioforce Canada products.
- Develop and execute sales strategies aligned with brand objectives and territory growth targets.
- Present product offerings effectively, highlighting differentiated value propositions.
- Address buyer objections confidently, reinforcing Bioforce Canada's unique advantages.

Product Education

- Deliver engaging product, and scientific training to ensure strong understanding of product benefits and therapeutic value.

Demand Generation & Merchandising

- Drive product demand through education, merchandising, and promotional execution to support customer sell-through.
- Ensure displays, planograms, and promotional programs are executed according to brand standards to maximize visibility and impact.

Territory & Business Management

- Plan and optimize itineraries to meet customer and territory demands efficiently while adhering to approved budgets and resource allocations.
- Track, analyze, and report territory performance trends to inform future strategies and opportunities.

Qualifications & Skills

- 5+ years of field sales or broker experience within natural health, pharmaceutical, or specialty retail channels preferred
- Exceptional communication and presentation abilities, with the capability to simplify complex scientific concepts for diverse audiences.
- Strong organizational and planning skills to effectively manage a hybrid schedule and balance dual-brand responsibilities.
- Results-driven and proactive, bringing strong problem-solving, objection-handling, and negotiation capabilities to consistently deliver exceptional customer engagement and sustainable business growth.

Additional Details

- Competitive compensation structure, including commission with performance-based incentives.
- Performance will be evaluated based on sales growth, distribution expansion, account engagement, and balanced execution across all brands.
- Remote position with approximately 90% field work across health food, pharmacy, and grocery channels within defined territory.
- Valid driver's license and reliable personal vehicle required for travel within the assigned territory.
- Territory coverage includes North-Eastern Ontario (Barrie, Peterborough, Scarborough, Kingston, Ottawa)
- Travel expenses reimbursed in accordance with company policy & contract.

Job Application

Please send your resume at HR@bioforce.ca