Outside Sales

Overview

Foundation Technologies, Inc. is a family-owned manufacturer & distributor of deep foundation construction products. Contractors & engineers rely daily on our best-in-class products, industry leading technical expertise, and on the ground field support for a wide range of deep foundation applications. An 8x consecutive recipient of Great Place to Work®, FTI has a tightknit family culture, where team members are deeply cared for and empowered to work in their highest and best gifting in an atmosphere that supports professional & personal growth.

We believe people do their best work when they feel supported, respected, and valued - not just as employees, but as individuals. Our culture is close-knit, collaborative, and grounded in trust. When someone joins FTI, they are not just taking a job - they are joining a team that looks out for one another.

The Position

The Outside Sales Representative is responsible for developing new business opportunities, expanding customer relationships, providing technical product expertise, and driving revenue growth throughout the assigned territory. This role serves as the primary field-based representative for FTI's Sales Division and is responsible for building strong relationships with contractors, engineers, owners, EPCs, and industry partners.

This position combines business development, technical sales, account management, project development, and market intelligence. The Outside Sales Representative is expected to maintain a high level of visibility throughout the territory while helping customers solve complex challenges using FTI's product solutions.

The ideal candidate combines strong sales instincts, technical curiosity, relationship-building ability, and a commitment to delivering exceptional customer experiences.

Reporting Relationship

This position reports directly to the Sales – Division VP and works closely with customers, engineers, contractors, operations, accounting, marketing, vendors, and technical product specialists throughout the organization.

Core Responsibilities

1. Territory Development & Business Growth

- Develop and execute a territory growth strategy aligned with divisional objectives.
- Identify and pursue new customers, projects, and market opportunities.
- Build relationships with contractors, engineers, owners, EPCs, and industry influencers.

• Expand market share within the assigned territory.
• Maintain a strong pipeline of future opportunities.
• Generate consistent sales activity to support revenue growth.

Outcome: The assigned territory experiences sustained growth through new customer acquisition and market expansion.

2. Customer Relationship Management

• Develop and maintain strong relationships with key customers and decision-makers.
• Conduct regular customer visits, project meetings, and jobsite support activities.
• Serve as a trusted advisor and resource for customers.
• Strengthen customer loyalty through responsiveness and service.
• Identify opportunities to expand existing customer relationships.
• Maintain accurate customer records and activity tracking.

Outcome: Customers view FTI as a trusted partner and continue to expand business relationships.

3. Technical Sales & Product Expertise

• Develop expertise across the Sales Division product lines and applications.
• Assist customers with product selection, application recommendations, and problem-solving.
• Review project specifications and construction documents to identify opportunities.
• Conduct product presentations, Lunch & Learns, demonstrations, and educational programs.
• Answer technical and non-technical customer questions.
• Collaborate with product specialists when advanced technical support is required.

Outcome: Customers receive technical guidance that supports successful project outcomes and product adoption.

4. Project Development & Sales Execution

• Identify projects early in the development cycle.
• Prepare quotations, project takeoffs, pricing proposals, and supporting documentation.
• Follow opportunities through the complete sales cycle.
• Coordinate internally to ensure successful project execution.
• Support customers from project identification through award and fulfillment.
• Maintain visibility into project timelines and key milestones.

Outcome: Opportunities are managed effectively and converted into profitable business.

5. Market Intelligence & Industry Engagement

• Monitor market activity, competitor initiatives, pricing trends, and industry developments.
• Attend industry events, conferences, trade shows, and association meetings.
• Maintain strong visibility throughout the territory.
• Share market intelligence with divisional leadership.
• Identify emerging trends and opportunities.

Outcome: FTI remains informed, visible, and positioned for growth within the territory.

6. Territory Planning & Account Strategy

• Develop strategic account plans for key customers.
• Prioritize opportunities based on growth potential and strategic importance.
• Maintain organized territory plans and activity schedules.
• Utilize CRM tools to manage opportunities and customer engagement.
• Provide accurate forecasting and pipeline reporting.
• Support divisional planning efforts through disciplined reporting.

Outcome: Territory growth is intentional, measurable, and supported by accurate forecasting.

7. Personal Performance & Professional Development

• Achieve territory revenue goals and performance expectations.
• Continuously expand technical product knowledge and industry expertise.
• Participate in training, sales meetings, and professional development opportunities.
• Demonstrate accountability, professionalism, and self-leadership.
• Contribute positively to divisional culture and team success.

Outcome: Individual performance contributes meaningfully to divisional growth and long-term success.

This Position Will

• Build strong relationships and establish trust quickly.
• Communicate confidently and professionally.
• Demonstrate initiative and self-motivation.
• Maintain a high level of visibility within the assigned territory.
• Operate with integrity and accountability.
• Manage multiple opportunities and priorities effectively.
• Approach challenges with a solution-oriented mindset.
• Represent FTI professionally in all interactions.
• Contribute positively to a collaborative and high-performing team culture.

Qualifications

• 3+ years of sales, business development, construction, engineering, or related experience preferred.
• Experience within deep foundations, construction materials, industrial distribution, manufacturing, engineering, or related industries preferred.
• Ability to read and interpret construction drawings and specifications preferred.
• Strong relationship-building and communication skills.
• Strong presentation and public speaking abilities.
• Strong organizational and time management skills.
• Ability to work independently and manage a territory effectively.
• Proficiency with Microsoft Office and CRM systems preferred.
• Willingness to travel extensively throughout assigned territory.
• Bachelor's degree in Business, Construction Management, Engineering, Marketing, or related field preferred.

What Winning Looks Like

• Territory revenue goals are consistently achieved.
• New customer relationships are developed and expanded.
• Existing customers continue to increase business volume.
• Project opportunities are identified early and managed effectively.

• Customers receive exceptional service and technical support.
• Territory visibility and industry presence continue to grow.
• Forecasts and pipeline reports remain accurate and reliable.
• Market intelligence contributes to divisional growth strategies.
• Leadership and customers trust your professionalism, expertise, and responsiveness.

Our Core Values

Go the extra mile - because details matter.
Start with empathy - assume the best in others.
Be a straight shooter - communicate honestly and respectfully.
Hone your craft and be generous with it - we grow by helping each other grow.

Why People Stay

People often join us for the role - but stay because of the relationships.

As a family-owned company, we offer something increasingly rare: stability, genuine care for employees, approachable leadership, and a culture where people are known - not just managed.

Here, your work matters. And so do you.

FTI Culture

• How we serve: Go the extra mile.
• How we treat others: Start with empathy.
• How we communicate: Be a straight shooter.
• How we grow: Hone your craft and be generous with it.

https://www.foundationtechnologies.com/company/culture/

Compensation and Benefits

• Excellent base pay (based on experience)
• Performance-based bonus opportunities
• FTI covers Medical Insurance 100% personal + 50% of dependents.
• Benefits, Critical Illness, Dental, & Vision Insurance options
• 11 Paid Holidays
• Long Term Disability
• Wellness & Vacation Days
• Simple IRA with FTI match up to 3%
• Work/Life Balance

Foundation Technologies, Inc. offers a competitive salary commensurate with experience and an excellent benefits package. To apply, send resume & cover letter to: hr@foundationtechnologies.com