



GRAPHENSTONE
— PURIFYING PAINTS —

Now hiring.

Sales Representative



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The Sales Representative is responsible for driving revenue growth through consistent, sales-focused activity for Graphenstone. This hunter-style role focuses on prospecting, opening new accounts, reactivating dormant customers, generating repeat orders, and building long-term relationships with contractors, builders, architects, designers, and other trade professionals by promoting Graphenstone's natural, mineral-based paints and coatings for healthy spaces, green building, circular economy principles, energy efficiency, and high-performance residential and commercial projects.

Reporting Structure:

- Reports to the Graphenstone Director of Sales & Marketing or designate.
- No direct reports.
- Works with sales support, technical support, and customers to drive sales and close orders.

Education and Qualifications:

- Post-secondary education in business, sales, marketing, construction, building science, or a related field is an asset.
- Minimum 3 years of B2B sales experience; construction, coatings, building materials, design, architecture, or contractor-facing sales preferred.
- Proven ability to prospect, build pipeline, open or reactivate accounts, and close sales.
- Bilingual skills are an asset.
- Valid driver's license and ability to travel regionally and on occasion nationally.

Required Knowledge/Skills:

- Hunter-style, self-motivated, disciplined, accountable, and results-driven sales approach.
- Strong cold outreach, follow-up, communication, presentation, relationship-building, and customer service skills.
- Ability to sell premium products on value, performance, sustainability, building science, durability, and healthier indoor environments.
- Knowledge of contractors, builders, architects, designers, residential and commercial projects, and construction decision-making.



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- Able to learn and communicate product benefits including mineral-based coatings, lime, graphene technology, breathability, low/trace VOCs, CO₂ absorption, washable finishes, durability, and eco-conscious performance.
- Organized in managing pipeline, samples, quotes, follow-ups, orders, and basic CRM activity.

Core Functions and Responsibilities:

- Prospect, open, and reactivate contractor, builder, architect, designer, and trade accounts.
- Stay active on the road, by phone, and in front of customers to drive orders and repeat business.
- Conduct sales calls, site visits, product introductions, recommendations, quotes, follow-ups, and order closing.
- Promote eco-conscious Graphenstone products for healthier, sustainable spaces.
- Maintain an active pipeline, provide timely follow-up, and meet or exceed monthly and quarterly sales targets.
- Log basic sales activity efficiently in Customer Relationship Management (CRM) software.
- Represent Graphenstone's brand promise of sustainability, innovation, performance, and customer service while performing related sales duties as assigned.
- Occasionally assist as needed with mixing/shaking paint, fulfilling online orders, and receiving/checking product shipments.

General Responsibilities:

- Demonstrate company values and represent Graphenstone and DTL professionally in all customer, trade, and industry interactions.
- Build ethical, professional relationships with customers, staff, consultants, vendors, subcontractors, and industry partners.
- Maintain current product, sustainability, and application knowledge.
- Share customer feedback, market information, competitor insights, and sales opportunities with Graphenstone Director of Sales & Marketing and Graphenstone Director of Finance.
- Follow policies, procedures, and sales processes.
- Perform other duties as assigned.

Working Conditions:

- Hybrid office and field-based role with regular road travel, phone activity, customer meetings, and job site visits.
- St. Thomas, Ontario-based, with regional travel and occasional national travel required.
- Continuous communication with customers, Graphenstone Director of Sales and Marketing, Graphenstone Director of Finance, sales support, and technical support.
- Occasional additional time, including weekend work, may be required for customer meetings, travel, sales opportunities, home shows, trade events, product events, or urgent follow-up.

Annual wage is \$55,000 annual base salary plus a 3% sales commission

If you meet the qualifications needed for this position, we invite you to submit an application to our organization. At Doug Tarry Limited, we are a team, we hold each other accountable to our values. We are a forward-thinking organization that is rapidly advancing in the high-performance sustainability sector and need like-minded individuals to work with our stellar team! *We thank all applicants for their interest, however only those candidates selected for interviews will be contacted.*

