



BUSINESS DEVELOPMENT REPRESENTATIVE

New West Equipment | Calgary, Alberta | Full-Time | Field-Based

ABOUT NEW WEST EQUIPMENT

New West Equipment has been serving Calgary and Southern Alberta since 1994, building a reputation as the region's go-to partner for construction and industrial site solutions. We're not a big-box rental company – we're a local team, born and built in Calgary, that genuinely understands what contractors need on the ground.

Our services span equipment rentals and sales, fuel delivery, temporary heat and power, fencing, lighting, and full site solutions – everything a project team needs from start to finish. We were recognized as a 2025 Market Mover by the American Rental Association, a reflection of what our team has built together. Our current website doesn't tell the full story – a new one is on its way, and it's a better reflection of who we are and where we're going.

If you want to work somewhere your relationships drive real results and your experience is respected from day one, you've found the right place.

THE OPPORTUNITY

We're looking for an experienced Business Development Representative to own and grow New West's footprint across Calgary and Southern Alberta. This is a true hunter role built for a seasoned field sales professional who knows how to open doors, build relationships and uncover opportunities across construction, industrial, and commercial markets.

You won't be handed a territory and told to figure it out. You'll bring your own playbook and the experience to execute it. Some accounts you'll hand off to our Site Solutions Advisor team once they're up and running – others you may continue to own where it makes sense.

You'll also have the advantage of New West's existing market presence – re-engaging past customers who already know our name is a real opportunity, and one you won't have to build from scratch.

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NEWWESTEQUIPMENT.COM



WHAT YOU'LL DO

HUNT, DEVELOP, CLOSE

- Prospect and pursue new accounts through site visits, industry networking, referrals, and targeted outreach – across construction, industrial, commercial fleet, and fuel delivery customers throughout the Calgary region
- Re-engage past customers who already know the New West name – a built-in advantage that gives you warm ground to work from alongside pure prospecting
- Build trusted relationships with project managers, estimators, site supervisors, and operations leaders
- Understand jobsite challenges on the ground and recommend the right equipment and site service solutions
- Coordinate internally to build pricing proposals that meet customer needs and company guidelines
- Lead smooth onboarding of new accounts and handoffs to the Site Solutions Advisor team

KNOW YOUR TERRITORY

- Monitor construction activity, upcoming projects, and competitor movement across the region
- Feed market intelligence back to sales and leadership teams to support strategic planning
- Provide temporary support to existing accounts during periods of operational transition when needed

MANAGE YOUR PIPELINE WITH DISCIPLINE

- Keep Salesforce updated with prospects, activities, and opportunity progress
- Report on new business development results and pipeline health on a regular cadence

WHAT YOU BRING

- 5-10+ years in field sales, business development, or account management in a complex B2B environment – construction, equipment rental, industrial services, fuel distribution, or fleet sales are all relevant backgrounds
- Enough working knowledge of the industries you'll be selling into to earn credibility quickly – construction jobsite fluency is an asset, but not a dealbreaker for the right salesperson
- A proven track record of generating new business through strategic prospecting and relationship-building – you've done this before and can show for it

- The confidence and communication skills to earn trust quickly and navigate multiple decision-makers on a single account
- CRM proficiency for pipeline and activity tracking; Salesforce experience is an asset.

WHAT WE OFFER

- Competitive base salary plus a new business incentive program with real earning potential
- Company work truck provided for field travel to jobsites, customer locations, and industry events
- The backing of a 30-year-old company with deep roots and a strong reputation across Southern Alberta
- A collaborative, no-nonsense team that supports your success in the field
- Room to grow as New West continues to expand its services and markets

New West Equipment is committed to building a respectful and inclusive workplace. All team members are expected to uphold our standards of professionalism and integrity in every interaction.

HOW TO APPLY

Please send your resume and cover letter to the attention of Anna Ricioppo at info@newwestequipment.com.

In your cover letter, tell us briefly what draws you to this role and where you'd focus first – we're genuinely curious how you think about the market.

We're reviewing applications on a rolling basis and will be in touch with shortlisted candidates by email.

Please note that we are not accepting phone inquiries at this time.

We appreciate everyone who applies and will be in touch if your background is a strong fit.