



Bilingual Inside Sales Representative – IoT & SaaS

The Role

As a Bilingual Inside Sales Representative – IoT & SaaS, you play a key role in identifying and engaging potential customers, understanding their technical and business needs, and delivering tailored IoT & SaaS solutions that drive real impact. Working closely with product experts, solution engineers and customer success you're responsible to convert leads into long-term, satisfied customers.

You lead the preparation of compelling sales proposals, pricing quotes and contracts, ensuring alignment with customer needs and company standards, timely and accurate input of customer data and insights into our CRM, capturing and fulfilling on SaaS renewals and assisting with planning and execution of tradeshows and conferences.

Key competencies include:

- Demonstrated ability to understand and communicate Rivercity Innovation's products and services and their application.
- Strong discovery skills to understand customer pain points and requirements.
- Ability to manage a sales funnel, prioritize leads and meet or exceed sales targets.
- Ability to explain and present technical concepts to non-technical customers.

Our ideal candidate is an energetic and persuasive communicator who demonstrates an ability to qualify customers and identify decision making processes, effectively responds to shifting customer needs, technical updates and market trends. They work well independently and thrive in a collaborative team environment that focuses on customer satisfaction.

About Rivercity Innovations

Based in Saskatoon, Saskatchewan, Rivercity Innovations provides innovative reliable and scalable IoT-based solutions that ensure product integrity, reduce waste, minimize carbon footprints, and enhance operational efficiency across industries worldwide. Our sensors are deployed by grocery, pharmacy, restaurant, property management and delivery customers who depend on real time data to protect their assets and investments.

What you'll get to do as a Bilingual Inside Sales Representative

- Identify, prospect, and qualify potential customers in target industries (grocery, pharmacy, restaurant, property management and delivery) using outbound calls, email campaigns, and social selling strategies.
- Engage inbound leads, assessing customer needs, technical requirements, and decision-making processes.

- Conduct engaging and informative product demonstrations and guide customers through the value proposition of our IoT devices, platforms, and SaaS offerings.
- Collaborate with solution engineers and technical teams to address customer-specific use cases and integration needs.
- Consistently meet or exceed sales quotas, pipeline targets, and activity KPIs.
- Provide feedback to the product and marketing teams based on customer insights, industry trends, and competitive intelligence.
- Support smooth handoffs to implementation and customer success post-sale, ensuring customer satisfaction and long-term retention.
- Stay current on our IoT hardware, cloud platforms, APIs, and software integrations, as well as emerging trends in the IoT and SaaS industries.

What you'll need to be successful

- Bachelor's degree in business, Engineering, Computer Science, or related field (or equivalent experience).
- 1–3 years of inside sales, sales development, or technical sales experience, preferably in IoT, SaaS, cloud services, or enterprise software.
- Strong understanding of IoT concepts, cloud platforms (AWS, Azure, Google Cloud), and SaaS business models.
- Excellent verbal and written communication skills, with the ability to explain technical concepts to both technical and non-technical audiences.
- Proven track record of achieving sales targets and managing a sales pipeline in a fast-paced, evolving market.
- Experience with CRM tools (e.g., Zoho, Teams) and sales enablement platforms.
- Strong organizational skills, self-motivation, and a passion for technology and innovation.
- Experience in the proposal preparation and delivery process.