

Sales General Manager - Wholesale Trade

Hongli International Enterprise Ltd.

Job ID
40033

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LOCATION	DATE POSTED	EXPIRY DATE	
951 Denison St., Suite 1-3, Markham, ON Ontario	08-05-2026	04-11-2026	
TYPE OF JOB	SALARY	MIN. EXPERIENCE	MIN. EDUCATION
Full Time	CAD 66 / hour	3 years to less than 5 years	Master's degree

Job Details

Company Overview

Hongli International Enterprise Ltd. (Hongli Optical Lab) is a leading manufacturer and wholesale distributor of precision optical glasses and related eye care products. Based in Markham, Ontario (951 Denison Street, Unit 1-3), we are committed to providing top-tier optical manufacturing services and bulk distribution solutions to the eye care industry.

Location: 951 Denison St., Suite 1-3, Markham, ON L3R 3W9

Employment: Permanent, Full-Time

Salary: \$66.00 per hour | 40 hours per week

Schedule: Day / Morning / Evening shifts

Openings: 1 Vacancy

Start Date: As soon as possible

Job Description

Position Summary

The Sales General Manager will be responsible for overseeing all aspects of sales operations, resource management, and organizational strategy. This individual will provide direction and leadership to multiple departments while representing the company in key external-facing functions.

Responsibilities

- Design and execute annual and quarterly wholesale sales plans aligned with company revenue objectives
- Establish measurable sales KPIs; monitor performance and implement corrective actions as needed
- Conduct ongoing analysis of the optical equipment and lens wholesale market to identify new business opportunities
- Oversee wholesale pricing strategy, margin targets, and account-level profitability
- Lead the development and presentation of sales reports and forecasts to senior leadership
- Develop and maintain long-term strategic relationships with wholesale clients, distributors, and retail trade partners
- Negotiate and finalize contracts, pricing structures, and supply agreements with vendors and product suppliers
- Serve as the senior point of escalation for key account issues, ensuring timely resolution and client satisfaction
- Evaluate and onboard new vendor and supplier partnerships to strengthen and diversify the product portfolio
- Represent the company at industry trade shows, buyer meetings, and networking events

- Lead full-cycle recruitment and selection of sales staff, operational personnel, and department managers
- Define performance standards and conduct structured evaluations for all direct reports
- Delegate appropriate authority to middle managers and executive staff; ensure role clarity and accountability
- Provide ongoing coaching, professional development, and succession planning across the team
- Cultivate a high-performance team culture rooted in collaboration, ownership, and continuous improvement
- Establish organizational objectives and formulate or approve policies and operational programs
- Allocate human, material, and financial resources to execute business plans and strategic initiatives
- Authorize the establishment of major departments and associated senior staff positions
- Co-ordinate the work of regional teams, divisions, and departments to ensure operational efficiency
- Represent Hongli International Enterprise Ltd. in official negotiations, partnerships, and external business functions

Job Requirements:

- Education: Master's degree
- Experience: 3 - 5 years in a relevant field
- Language: English
- Computer and technology knowledge: MS Excel, MS Office, MS Outlook
- Personal suitability: Excellent oral and written communication, Organized and detail-oriented, Team player with demonstrated initiative
- Criminal record check required prior to hiring

Application Requirements

All applicants must submit the following:

- Resume
- Cover letter
- Answers to screening questions (see below)

The following may be requested later in the process:

- Letter of recommendation
- References attesting to experience

Screening Questions

- Are you legally authorized to work in Canada?
- Are you available to begin on the start date listed?
- Do you have relevant experience in this field?
- Do you hold any of the certifications listed in this posting?
- Do you meet the English language requirement?

How to Apply

Submit your application package directly to: hongli.intl.jobs@outlook.com.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.