

# Construction



**Careers in  
Construction  
Equipment and  
Distribution**



# Canada



**AED  
FOUNDATION**

Constructing Paths to Opportunity









**Construction equipment is one of the world's most technologically advanced industries. The industry has a great need for trained and skilled technicians to test and maintain equipment, diagnose problems and make high quality and efficient repairs.**

**Construction equipment dealers** are always looking for talented young men and women like you to explore technician career opportunities that offer challenging and interesting work, the opportunity to grow personally and professionally and excellent compensation.

**Associated Equipment Distributors (AED®)**, based in Schaumburg, IL, U.S.A. is an international trade association of the construction equipment industry, representing more than 700 companies that sell, rent, service, manufacture and support equipment used in construction and construction-related industries. **AED** has served the industry since 1919.

**The AED Foundation is an affiliate of Associated Equipment Distributors (AED®).** Founded in 1991, **The AED Foundation** supports **AED's** overall mission by providing professional education and workforce development services for the construction equipment industry.

# Dealer Service Technician

Dealer Service Technicians repair, maintain and prepare for delivery equipment both in the dealership's shop and in the field. When equipment "goes down", it is critical to get it back up and running quickly. Downtime is unproductive and costly. Technicians ensure that repairs are completed on time and according to manufacturer specifications. They are at the front line in customer relations.

## Skills and Knowledge

- Equipment technology, ability to diagnose and repair problems
- Current technology – ongoing education and manufacturer training
- Good customer communication skills

## Education

Apprenticeship programs offered by colleges, the most typical route to this career in Canada, involve both classroom studies and on-the-job training under the supervision of a certified Heavy-Duty Equipment Mechanic, called a journeyman. Apprenticeship training programs for heavy-duty equipment mechanics vary across Canada, but generally last three to four years. For example, in Ontario, there must be at least a minimum 6820 hours of on-the-job training, as well as 720 hours technical or in school training plus a final certificate exam. Be sure to check out the requirements in your province. In many cases, the student must find an employer willing to employ them for the duration of their apprenticeship.

- Some post-secondary schools offer diploma programs that last one or two years that prepare students for this career and offer curriculum that meets Level 1 and or Level 2 requirements for apprenticeship training.
- Some provinces and territories offer secondary school apprenticeship programs that allow high school students to work towards a career as a Heavy-Duty Equipment Mechanic.
- Certification is required in Alberta and Quebec, and while voluntary it is highly recommended in all other provinces and territories.
- As a certified Heavy-Duty Equipment Mechanic, one can write the Heavy-Duty Equipment Technician Red Seal Examination. With a Red Seal, you can work as a Heavy-Duty Equipment Mechanic anywhere in Canada.
- More information can be found at [www.red-deal.ca/trades/](http://www.red-deal.ca/trades/).
- One or two-year college degree or certificate in equipment technology: recommended.

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## Compensation

Entry: CAD \$30,000 to \$40,000

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## Service Manager/ Service Delivery Manager

Service/Service Delivery Managers provide overall leadership, direction and support for the Service Department at a dealer's headquarters or branch location. They are responsible for planning, staffing, training, warranty claims and efficient workflow. Procedures must ensure accurate quotations, correct diagnosis of problems, high quality repair/maintenance work, minimal "re-do" work, customer follow up and customer satisfaction and retention.

### Skills and Knowledge

- Communication and problem solving
- Ability to supervise, prioritize, manage details and efficiently manage workflow
- Prior background as a technician or a good knowledge of equipment technology
- Ability to motivate staff members and maximize productivity
- Work with sales and parts staff to coordinate uninterrupted work flow through the shop
- Strong computer skills, familiar with Word and Excel at a minimum

### Education

- Detailed knowledge of heavy equipment technology highly recommended
- Business courses or degree, certificate, and or industry-specific service management courses

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### Compensation

Entry: CAD \$70,000  
(Often performance incentives)

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# Parts Manager

Parts Managers provide leadership, direction and support for a dealer's Parts Department. The position includes preparing the department's annual plan/ budget, forecasting, achieving financial goals and objectives, and hiring and training staff. Parts Managers must also be able to establish strong relationships with customers and vendors.

## Skills and Knowledge

- Strong organization, communication, customer service and leadership skills
- Must know the dealer's entire parts line and inventory
- Technical and application knowledge of the products and parts the company sells
- Timely and efficient inventory management: sourcing, orders, delivery and replenishment
- Familiarity with purchasing and inventory computer systems and programs

## Education

- High School Diploma
- College diploma/degree or certificate in parts management or business management
- Industry specific courses in parts management are beneficial to employment opportunities

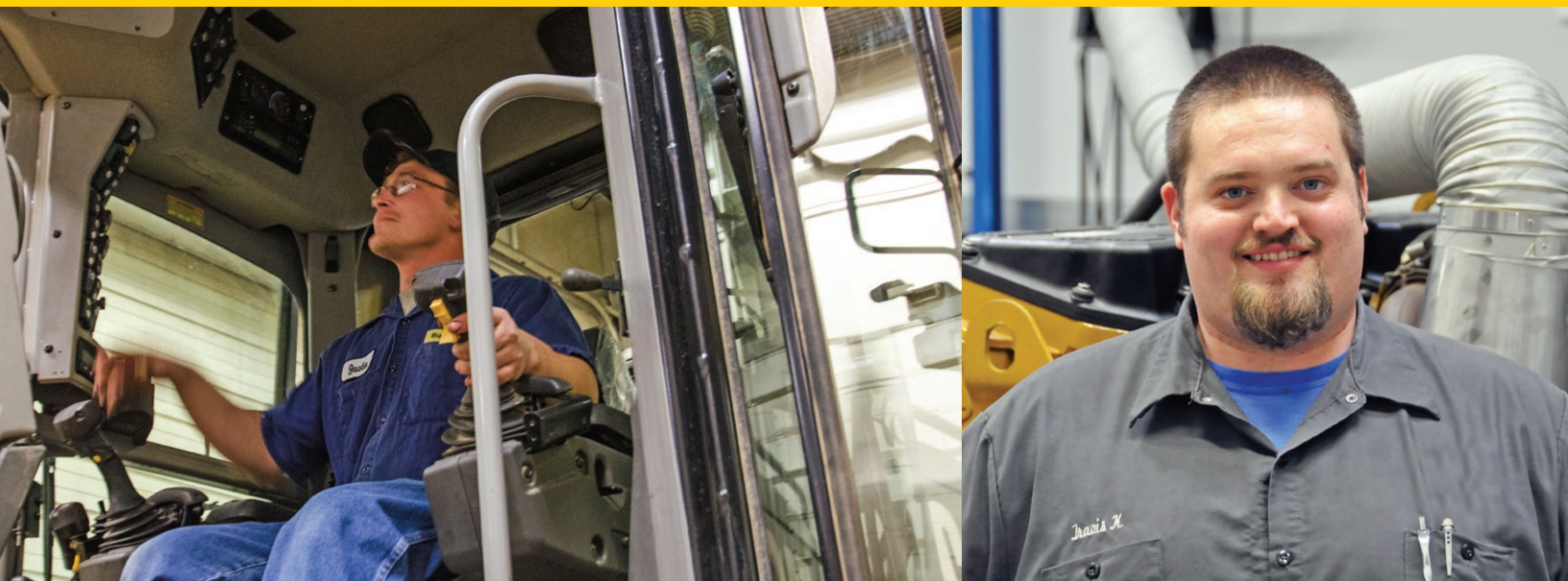
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## Compensation

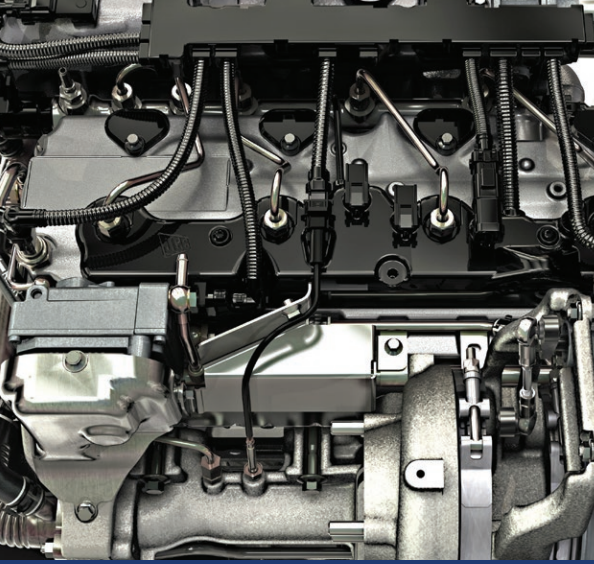
Entry: CAD \$60,000

(Often performance incentives)

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## Branch Manager

Branch Managers are responsible for running dealer brand stores. A branch is self-sustaining and equipped to sell and rent equipment and provide parts and service. Branches serve customers best through strong local relationships, thorough knowledge of customer needs, and convenience. Duties include management of all operations, budgets, planning, company communications, and full accountability for profit and loss.

### Skills and Knowledge

- Knowledge and ability to successfully manage sales and rentals, marketing, parts, service and overall administration
- Able to lead, inspire and motivate staff to efficiently reach goals and objectives
- Excellent customer relations skills
- Problem solving and maintaining inter-company relationships with headquarters and other branches

### Education

- Associate's or Bachelor's degree in business or related area increasingly desired
- Additional coursework specifically related to dealer operations is valuable

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### Compensation

Entry: CAD \$80,000 to \$85,000

(Often base + performance + vehicle)

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# Manager

# Technical Sales Representative

Technical Sales Representatives are responsible for profitable inside and/or field sales of parts, services and product support programs. They help customers understand how dealer-provided parts, service and maintenance plans can be more cost-effective. TSRs coordinate product support customer activity, including problem resolution with parts, service and other departments, to provide excellent customer service.

## Skills and Knowledge

- In-depth knowledge of construction equipment technology and applications
- Dealer's equipment product lines
- Ability to learn in-house parts and service information systems
- Initiative and self-motivation
- Strong customer relationship abilities

## Education

- Business or related college degrees are increasing preferred
- Industry-related education: sales, management, marketing and technology

## Compensation

Entry: CAD \$55,000 to \$65,000

(Often with commission and vehicle)







## Sales or Rental Representative

Sales or Rental Representatives develop excellent customer relationships, sell or rent equipment dealer products and services, and solve customer problems within assigned territories. Representing one or more product lines, they help customers understand how dealer products and services best meet their needs, and coordinate related issues with manufacturers and within the dealership.

### Skills and Knowledge

- Excellent customer relationship, problem solving, oral and written communication skills and the ability to negotiate effectively
- Ability to learn dealer product lines, technology and applications, and sales and rental related computer systems
- Self-motivation and goal-orientation

### Education

- Business or related college degrees are increasingly preferred
- Industry-related education: sales, rental, management, marketing and technology

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### Compensation

Entry: CAD \$55,000 to \$100,000  
(Often with commission and vehicle)

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# The AED Foundation Canada College Affiliated Heavy Duty Equipment Programs

## **Grand Prairie Regional College, Fairview, AB**

Programs: AED Foundation Accredited Caterpillar ThinkBIG Service Technician program  
Heavy Duty Equipment Technician – Apprenticeship

## **Conestoga College, Guelph, ON**

Programs: Motive Power Techniques – Heavy Duty Equipment Repair  
Motive Power Technician – Heavy Duty Equipment  
Heavy Duty Equipment Technician – Apprenticeship

## **Centennial College, Toronto, ON**

Program: Heavy Duty Equipment – Motive Power Technician

## **Medicine Hat College, Medicine Hat, AB**

Program: Heavy Equipment Technician – Apprenticeship

## **Northern Lights College, Dawson Creek, BC**

Programs: Heavy Mechanical Trades – Apprenticeship  
Heavy Mechanical Trades – Foundation

**For more information,  
contact The AED Foundation at 630.574.0650.**

**Visit [www.aednet.org](http://www.aednet.org) and [www.aedfoundation.org](http://www.aedfoundation.org)**







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