



Job description – SALES ENGINEER

A sales engineer is a type of business-to-business sales rep who specializes in **selling complex technical products and services**. They typically need to have in-depth knowledge of the technical aspects of the products they sell. **Supporting sales executives with solution selling into prospect account base**. Partnering with sales executives to plan, prepare and execute on strategic deals in complex sales cycles. Modelling the financial business case associated with each sales opportunity.

This career carries high earning potential, particularly with commission. Best of all, sales engineers can often transition with ease into a related field like consulting or product management – or ascend to a sales management role. A sales engineering career also comes with challenges.

Sale engineer is an engineer who sells equipment and manufactured products by estimating from plans and computing cost of installation and often establishes liaison between designers and contractors for the manufacture of machines and equipment suited to each situation and for efficient operation when installed.

A sale engineer is a real engineer (bachelor or similar).

Sales Engineer Qualifications/Skills:

- Problem solving.
- Product knowledge.
- Selling to customer needs.
- Software requirements.
- Product development.
- Project design (CAD)
- Presentation skills.
- General programming skills.
- Technical understanding.
- English (B1-B2)

Sales Engineer Responsibilities:

- Preparing and developing technical presentations to explain our company's products or services to customers.
- Discussing equipment needs and system requirements with customers and engineers.
- Collaborating with sales teams to understand customer requirements and provide sales support.

- Generating high-quality sales leads, following up after initial contact, securing and renewing orders, negotiating prices, completing sales, and arranging deliveries.
- Researching, developing and modifying products to meet customers' technical requirements and needs.
- Helping customers who have problems with installed products and recommending improved or upgraded materials and machinery.
- Soliciting and logging client feedback and evaluating the data to create new sales and marketing strategies to target customers.
- Identifying areas for improvement and communicating these issues as well as possible solutions to upper management.
- Setting and achieving sales goals and quotas.
- Training other members of the sales team on the technical aspects of the company's products and services.

As a technical sales engineer, you'll need to:

- search for new clients who might benefit from company products or services and maximise client potential in designated regions
- develop long-term relationships with clients, through managing and interpreting their requirements
- persuade clients that a product or service best satisfies their needs in terms of quality, price and delivery
- negotiate tender and contract terms and conditions to meet both client and company needs
- calculate client quotations and administer client accounts
- provide pre-sales technical assistance and product education
- work on after-sales support services and provide technical back up as required
- arrange and carry out product training
- analyse costs and sales
- prepare reports for head office and keep customer records
- meet regular sales targets and coordinate sales projects
- support marketing activities by attending trade shows, conferences and other marketing events
- make technical presentations and demonstrate how a product meets client needs
- liaise with other members of the sales team and other technical experts
- help in the design of custom-made products
- provide training and produce support material for other members of the sales team.

Sales Engineer Requirements:

- Bachelor's degree in engineering, marketing, business administration, or related field.
- Experience in sales and the technology field.
- Strong communication, interpersonal, customer service, and sales skills.
- The ability to relate technical information to non-technical customers.
- Excellent technical and problem-solving skills.
- Good leadership and team working skills.
- Willingness to continue your sales and engineering education.

What to expect:

- Technical sales engineers usually split their time between the office and visiting clients.
- Travel to and from client companies, trade shows and conferences will extend the working day. Client visits usually occur on a weekly basis.

Job Type: Full-time

Experience:

- sales engineer: 3 years (Required)

Willingness to travel:

- 25% (Required)

Benefits:

- Company car
- Computer
- Mobile phone