



Sales Engineer

Job description

A technical sales engineer combines technical knowledge with sales skills. The emphasis of the work varies depending on the level of technical knowledge needed to sell products and services and respond effectively to clients' queries.

Clients are usually technical staff from non-retail organisations, such as factories, public utility providers, local authorities and hospitals.

To ensure clients' and their own company's needs are met, technical sales engineers liaise regularly with other members of the sales team and colleagues from a range of departments, such as research, development, design, purchasing, production, and quality, as well as senior company managers.

Typical work activities

- searching for new clients who might benefit from company products or services and maximising customer potential in designated regions;
- travelling to visit potential clients;
- developing and growing long-term relationships with customers;
- managing and interpreting customer requirements - speaking with clients to understand, anticipate and meet their needs;
- persuading clients that a product or service best satisfies their needs in terms of quality, price and delivery;
- calculating client quotations;
- negotiating tender and contract terms to meet both client and company needs;
- negotiating and closing sales by agreeing terms and conditions;
- offering after-sales support services;
- administering client accounts;
- analysing costs and sales;
- preparing reports for head office;
- meeting regular sales targets;
- recording and maintaining client contact data;

- coordinating sales projects;
- supporting marketing activities by attending trade shows, conferences and other marketing events;
- making technical presentations and demonstrating how a product meets client needs;
- providing pre-sales technical assistance and product education;
- liaising with other members of the sales team and other technical experts;
- solving client problems;
- helping in the design of custom-made products;
- providing training and producing support material for other members of the sales team.