

Position Description

Position Title: Product Sales Engineer

Exempt/Non-Exempt: Exempt

Functional Area: Sales

Job Code: 7047L02

Major Function:

The position will be responsible for product sales primarily in North American markets. The Product Sales Engineer will discover, cultivate, convert, and grow new opportunities while also building relationships and increasing sales from Spang's established customer base.

Major Responsibilities:

- Responsible for product sales goals in North American markets.
- Engage in customer sales calls - research, contact, schedule, and conduct sales meetings at customer accounts as a product expert; including Spang product demos, customer process and application reviews, applying products to drive customer value, and relationship building.
- Prepare and present product presentations and demonstrations to new and existing customers.
- Provide targeted training for key customers to setup, configure, and operate Spang's digital products.
- Find and develop new customers in similar industry segments as well as new industry segments.
- Grow market share from existing customers.
- Develop application expertise on Spang products.
- Seek opportunities for retro-fits of legacy products or competitor's products.
- Report on product sales, trends, market competition, strategy, risk, and opportunities.
- Report on what drives customer value for a given customer, product, application, or industry segment.
- Write detailed trip reports of sales call activity.
- Write customer proposals, negotiate contracts, enter orders, and invoice customers.
- Participate in trade show events and follow-up with perspective customers. Present product features to an audience as needed.
- Participate (as needed) in joint sales calls with Spang Manufacturer Reps or Distributors.
- Effectively interface with manufacturing, engineering, sales, and management as a product expert.
- Estimated travel: 50-70% with occasional international travel.
- Other duties as assigned.

General Responsibilities:

- Compliance with safety requirements
- Compliance with quality procedures
- Communicate with other departments in support of company goals
- Other duties as assigned

Education/Training:

Degree: Bachelor's Degree

Major: Engineering or Engineering Technology

Experience:

2+ years Sales experience of technical product(s) using solution selling or a value-for-price approach, preferably to similar Industrial customers.

Skills:

- Effective Communication Skills to Present Before an Audience
- Organization Skills
- Proven Sales Effectiveness Developing New Customer Accounts and Building/Maintaining Relationships
- Aptitude for Technical Products, Applications, and Customer-Valued Features
- Excellent English Verbal and Written Communication Skills
- Negotiation Skills

Reports to: Vice President - SPE

Approved by: Director of Human Resources



Last Update: 09/15/2020

A review of this description has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and requirements are essential job functions. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees. This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor. Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the incumbent will possess the abilities or aptitudes to perform each duty proficiently. This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.