

TECHNICAL SALES ENGINEER

ROLE:

The Technical Sales Engineer will be responsible for prospecting for new clients as well as supporting and retaining V-tes' existing client base. They will plan tailored approaches to new and existing clients which will develop the relationships, increase sales opportunities and thereby maximise revenue for the organisation.

RESPONSIBILITIES:

New Sales Development

- Perform sales research methods for identifying key contacts within specified industries
- Identify potential clients and the decision makers within their organisation.
- Identify potential other industries where the V-tes service/product line can be utilised.
- Approach and build relationships with new clients.
- Conduct initial client contact meetings to gain knowledge of client requirements and present V-tes capabilities.
- Set up and attend meetings between client decision makers and V-tes' operations / technical teams.
- Develop good customer relationship by personal visits, phone calls, follow-ups, e-mails etc.
- Prepare CTRs, proposals and Tenders for the provision of V-tes.

Client Retention

- Maintain strong relationship with customers to ensure future business growth.
- Maintain customer relationships effectively through a client contact plan, personal visits, phone calls, follow-up e-mails etc.
- Establish and maintain a customer relations management database.
- Present new products and services and enhance existing relationships.
- Work with technical staff and other internal colleagues to meet customer needs.
- Maintain commercial project trackers, ensuring accuracy in relation to company quotations and supplier costs.
- Seek feedback on the quality of service delivered to clients and ensure repeat business streams are managed effectively and relationships are maintained.

Business Development Planning

- Attend industry functions, such as business breakfasts, conferences and events, and provide feedback and information on market and industry trends.
- Present to and consult with V-tes management team on these trends with a view to developing new services, products and a strategy for their distribution.
- Take ownership of the management of the sales and marketing functions of the business and build a team to develop and achieve growth targets.
- Assist with marketing in preparing marketing plans and strategies to promote company's products and services. Liaising with technical and operations teams to prepare relevant content to align with these.
- Using knowledge of the market and competitors, identify and develop the company's unique selling proposition and differentiators.

Management and Research

- Submit weekly sales reports and ensure data is accurate.
- Attend weekly sales meeting with operations and technical teams. Present forecasted sales targets and identify requirements from other areas of the business.
- Maintain commercial project trackers, ensuring accuracy in relation to company quotations and supplier costs.
- Ensure data is accurately entered and managed within the company's sales management system.
- Conduct competitive product analysis and market research to develop roadmap and sales strategy to secure new business.
- Assist with establishing a sales culture throughout the business, including training and mentoring of sales team and other internal staff, as required.

QUALIFICATIONS / EXPERIENCE:

- Degree qualified in relevant Engineering or Management discipline (Desirable)
- Minimum 5 year's relevant industry experience

COMPETENCE AND SKILLS:

- IT Literate in Microsoft Packages
- Excellent report writing and presentation skills
- Ability to work to deadlines and meet client requirements
- Excellent communication, presentation and interpersonal skills