

An Approach – Difference Maker

Abstract:

Someone advised on some day on success attempt in career - “Your success takes place beyond your comfort zone boundary, make a move”. Journey with challenge started then!!

Today while we come across many doubts and doubtful faces as reaction of “Technical Sales” profile opportunities, we thought to explain about the same.

Technical Sales Engineer – A career path

“Sales” – hearing this job profile brings lot many negative to mind after completing or pursuing engineering education. It strikes in mind first that holding bags and moving door to door; nagging with customer to sell the product. It is also way for FMCG business but not similar in “Technical Sales” – a different way to explore engineering skills.

This article will brief you about some introduction and recipes towards this segment and may help & guide to build your career in another dimension.

Technical Sales – This group of people basically does analysis of technical strength of the product / solution, make bench-marking, construct a comparison on sweet spots and ultimately generate revenue by which a company run, make profit, pay salary, sustain in market and what not. It clearly indicates the importance of the role.

Technical Sales Engineer Job Description

Technical sales engineers sell specialized products and services, which require the sales engineer to have sales abilities as well as technical knowledge of that product or service. Their client base is usually composed of technical staff from various organizations and industries, such as public utility providers, local authorities, hospitals, factories and others, depending on the target market of the product or service.

How to Become a Technical Sales Engineer:

If you want to become a technical sales engineer, you first need to determine if this career path is a good fit for you. If the following description sounds like you, then you're probably well suited for a career as a technical sales engineer:

Those who become technical sales engineers typically have a natural aptitude in science and math, and enjoy working with people. They also tend to be individuals that are outgoing, self-confident and self-motivated.

Those who become technical sales engineers have the intellectual ability to fully understand the functionality of the products they sell, and they have the communication skills to explain and demonstrate them in a clear and concise manner.

Education Needed to Become a Technical Sales Engineer

Many employers require technical sales engineers to have a degree/diploma relevant to the industry in which they operate. For example, employers in the construction industry may require their technical sales engineers to have a degree in civil engineering.

The education needed to become a technical sales engineer also varies depending on the product or service being sold. For example, a technical sales engineer that sells complex electronic avionic systems for aircraft is likely to require a degree/diploma in electronic engineering, but a technical sales engineer that sells electronic building alarm systems might not require such a degree; it may be sufficient for them to have gained in-depth technical knowledge of the product through work experience.

Technical Sales Engineer Job Duties

- Search for new clients who might benefit from the product or service being sold
- Develop long-term relationships with clients by meeting their needs
- Persuade clients that a product or service best satisfies their needs in terms of price, quality and delivery
- Prepare sales quotes for clients
- Negotiate pricing and contract terms to meet the needs of the client and the company
- Prepare sales reports for head office
- Support marketing activities by attending trade shows and conferences

- Assist in the design of custom made products
- Provide training and producing support material for other members of the sales team

Who Hires Technical Sales Engineers?

Technical sales engineers are hired on a full-time, part-time or contractual basis by organizations involved in selling specialized products and services, which require sales professionals that have technical knowledge of that product or service. Organizations that hire technical sales engineers include:

- Technical and industrial equipment manufacturers and resellers
- Computer software firms
- Electronics manufacturers and resellers
- Engineering and technology service firms
- Pharmaceutical companies
- Communications companies
- Self-employed as contractors

The Four (IV) Steps:

If you decide that the career path you want to pursue is that of a sales engineer, I recommend that you prepare yourself to think on both sides of the sales-engineering continuum, no matter what role you initially play in this process. Here are four considerations for you about how to create value, and ROI, as a sales engineer.

1. Sales engineers have a unique position at the business table

You serve as a liaison between sales and engineering. Your ability to combine your technical and non-technical perspectives can make you a relevant and valuable partner to both buyers and sellers.

2. Sales engineers are the rule, rather than the curiosity

In today's competitive global economy, professionals who can participate in the business and revenue development processes in this cross-functional manner are going to become the rule rather than the curiosity.

3. Sales engineers generate revenue

The key to generating revenue for your company, and providing value to your customers, is your comfort in choreographing the customer conversation. How can you learn to have these types of dialogues and customer discovery?

4. Successful sales engineers are involved throughout the process

How are you limited by your current corporate culture? Do you only participate in the sales process when it's "time to demo?" That's just Old School.

Whether your company leads with their sales or engineering side, rushing to close the sale and demo may prevent you from fully developing the breadth and depth of the problem. Learn how to have the types of sales-engineering conversations with your customers and colleagues they don't yet know they want to have with you.

You may find, as the sales engineer, you have a larger role to play in business development. Leave yourself open to that idea, even if your company culture isn't quite there yet. Don't limit yourself by being Old School, even if your employer still may be stuck in that status quo mindset. There's more to you than that.

Happy Selling!!

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