

JOB DESCRIPTION OF A SALES ENGINEER

Experience:

3 years in Sales of systems and services architectural/engineering construction documents in a/v or related computer/telephone industries.

Job Skills:

- Computer literacy
- Thorough knowledge in Sales and Customer Service.
- Estimate and respond to a/v bid specifications.
- Plan and prepare sales presentation.
- Develop marketing strategies and business plans.
- Develop and maintain a customer base.
- Must type 40 wpm minimum.
- Must have knowledge of word processors, spread sheets, time management
- **Must know how to decipher architectural and engineering drawings**
- **Must have fundamental understanding of electronics**
- **Must know how to read and draw schematics**

Personal Skills:

- Communicate effectively in both written and verbal manner to management
- Communicate effectively to all related trades as well as to the customer
- Excellent negotiating abilities
- Excellent people skills

Knowledge/Education:

Bachelor's degree in Economics, Marketing, Psychology, or Business or related studies.

Possesses fundamental knowledge of:

- AIA construction drawing standards; i.e., floor plans, reflected ceiling plans, sections, elevations, mechanical details, 3-D isometrics.
- Electrical drawing standards.
- Mechanical drawing standards.
- ADA compliance knowledge.
- Human factors engineering drawing design.
- Design of audio for speech reinforcement
- Design of audio for program playback
- Design of video for TV Studios
- Video for presentation and display.
- Control system operation and configuration.
- Power systems as it relates to a/v.
- Computer technology as it relates to a/v
- Communications theory.
- Auto Cad version 13 for Windows
- Spread sheets and word processing
- Current events of political economy in business

Career Path:

The entry level employee should reach full potential as Sales Engineer within 1 year with six months performance reviews in the interim.

Management path:

The Sales Engineer should be able to advance to Senior Sales Engineer in one year upon demonstration of their sales and management skills. More specifically, the Sales Engineer must have demonstrated the ability to motivate and lead the sales force as a team player.

Responsibility:

- Design and sell a system of uncompromising quality that exceeds all written specification and customer expectation.
- This person must execute their job under the guides of total quality management and premised on the philosophy of Edward Demings.
- To obtain the highest customer rating possible.
- Confirm that the design (whether consultant or UTS) will work.
- Support the initiation of a project according to procedures established in the Operations Manual. The Sales Engineer's primary role is to provide quality product in sales and service. Therefore, must always seek to locate where money can be appropriately spent by the customer.
- Insure the coordination, ordering and delivery of materials related to the project is executed as originally sold.
- Must Follow-up on all completed installations to insure customer satisfaction.
- Assist with the coordination between designer, client, and associated trades. Maintain project schedule in accordance with the project's plan.
- Meet all established sales milestones.
- Check with the Project Manager/Engineer in laying out the appropriate drawings as to insure optimum performance in the fabrication of the systems and/or the presentation to clients.
- Develop and maintain client and trade contact for information as it relates to project development.
- Strive at every opportunity to exceed customer expectations and to obtain the highest customer rating possible.

**Every Sales Engineer is expected to have a thorough understanding of the A/V System Sales & Service principles, applications, as well suited to the job. The Sales Engineer must be completely knowledgeable with the build process outlined in the Operations Manual. The Sales Engineer will undergo various questions testing their knowledge through the course of their projects.

The advancement of the Sales Engineer is a direct result of how well the above responsibilities are performed.

Measure the customer's appreciation as described by the "Customer". For example, some customers prefer quality customer service instead of lowest pricing. Others timing and delivery is of utmost importance. Therefore, in order to exceed the customer's expectation, a clear definition from the customer must be established at the beginning.