# 

**Technical Sales**

Reports to: VP of Sales Classification: Exempt

Department: Sales Date Approved: May 2019

**JOB SUMMARY:**

This position is responsible for maintaining and growing sales and gross profit by our expanding industrial market presence. This individual will be selling products and services through increased participation in business opportunities. Emphasis will be on the ability to build and maintain strong relationships among new and existing customers, identify customer pains and engineer solutions with products, equipment, and services.

**PRIMARY FUNCTIONS:**

* Account Management – maintain, manage & service customers (40%)
* Sales Prospecting – establish new business & new accounts (40%)
* Consultative Sales – market & promote new products (20%)

**ADDITIONAL RESPONSIBILITIES:**

* Develop new business and identify new customers or existing customers who could benefit from company products or services; maximize customer potential in designated regions.
* Maintain existing business.
* Develop new business opportunities.
* Build and document a pipeline of business at least 3X sales.
* Use proven sales techniques to maximize the quality of leads.
* Gain customer acceptance by focusing on customer needs and explaining or demonstrating cost reductions and operational improvements on equipment or machinery.
* Travel territory performing site visits ensuring products, equipment, or services are being fully marketed and/or represented to the customer. Have a documented plan for tracking and sharing with sales management.
* Grow sales profitably.
* Manage/maximize the gross profit of all businesses.
* Develop and maintain key account plans.
* Develop long-term relationships with customers by managing and interpreting customer requirements.
* Responsible for all aspects of accounts including resolution of customer issues.
* Adjust and modify the plan as customer needs change.
* Advise customers on product, service, or equipment to reduce customer pain.
* Understanding of the entire portfolio of products as well as the competitive landscape.
* Develop technical knowledge by attending workshops, reviewing professional publications, online learning, participating in professional societies, factory training, and BDC in-house training.
* Solid understanding of suppliers' technologies and growth priorities. Expected to attend supplier meetings and training sessions.
* Provide technical assistance and product education to customers and staff.
* Ability to handle responsibilities with effective interpersonal skills and to effectively interface with others inside and outside the company.
* Strong understanding of BDC's internal process and internal communication.
* Proposal process.
* Price support.
* Engineering and service projects.
* Credit and accounts receivable handling.
* Customer inventory demands.
* Others as needed by management.
* Utilize CRM to track customer engagements and communication.
* Apply intellect, creativity, adaptability, judgment, and management skills to achieve the required results.
* Expense management.

**EDUCATION AND EXPERIENCE:**

* 4-year degree (Mechanical, Chemical or Electrical Engineering **desired but not required**) AND/OR equivalent technical sales experience
* At least 1 year of outside sales experience
* Relevant industry experience preferred, adjacent industry experience required
* Proficient Computer Skills – MS Word, Excel, PowerPoint & Outlook.

**PERSONAL CHARACTERISTICS:**

* Demonstrate strong technical aptitude
* Strong ambition and drive, willingness to take initiative.
* Excellent cognitive skills

**WORKING CONDITIONS:**

* Light office work; traveling to customer's industrial and commercial facilities; meet the facility safety requirements.
* Willing to inspect equipment and get dirty when needed.

**TRAVEL REQUIREMENTS:**

* 80-90% of the workday is spent in the field calling on customers in the assigned territory. Typical 10% - 20% overnight, but as high as 50% at times.
* Local travel generally by vehicle.