

SUN-STAR ELECTRIC, INC.  
JOB DESCRIPTION

Job Title: Sales Engineer  
Department: Sales  
 Exempt  Non-Exempt  
Job Reports To: Managing Director

**Job Summary:**

The Sales Engineer is responsible for offering services and products using technical, organizational, and customer knowledge to assist customers in applying the products\services to their needs resulting in revenue generation. Must use their technical skills to explain the benefits of our products\services to current and potential customers and show how our products\services are better than the competitors. In addition the position provides input and participates in the marketing, market planning and technical development of products and services.

**Essential Duties and Responsibilities:**

Typical tasks performed include a combination of the following:

- Complies with safe working practices to include employee, process & equipment.
- Report any safety issues to Manager or Human Resources Manager.
- Data Entry to include: Quote Entry, Sales Order, Warranty Inspection Report, RMA Processing, Customer Set-up, etc.
- Prepare and deliver technical presentations explaining products or services to customers and prospective customers.
- Conduct training and technical classes for customers.
- Develops customer's staff by providing technical information and training
- Participates in development of new products, modification of existing products and termination of ineffective products.
- Research the industry on an on-going basis to know what changes may be on the horizon that will impact current and future sales.
- Make regular sales calls to follow up on leads and develop relationships.
- Identifies current and future customer service requirements by establishing personal rapport with potential and actual customers and other persons in a position to understand service requirements. Provides product, service, or equipment technical and engineering information by answering questions and requests.
- Identify areas where we can improve customer satisfaction and repeat business, then communicate those issues and possible solutions to Manager.
- Develop sales and marketing proposals for customers on technical products and services.
- Establishes new accounts and services accounts by identifying potential customers; planning and organizing sales call schedule.
- Complies with federal, state, and local legal requirements by studying existing and new legislation; anticipating future legislation; advising customer on product, service, or equipment adherence to requirements; advising customer on needed actions.
- Prepares sales engineering reports by collecting, analyzing, and summarizing sales information and engineering and application trends.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Researches customer needs and participates with engineering team in development of applications of products and services in an effective manner.

- Work with the client to problem-solve through every hurdle during the sales process.
- Condense information into reports for a wide variety of uses from marketing and sales to engineering.
- Prepare and tender sales quotes. Follow up on quotes and leads. Close deals and finalize contracts.
- Develop and maintain communications in a cooperative and professional manner with all levels of staff and customers.
- Attends sales & marketing functions as required (travel.)
- Required to conduct screenings for international customers and exports following the procedures of the Export management System (EMS) and other company policies for complying with international trade regulation.
- Complies with all safety policies and procedures of Sun-Star Electric, Inc.
- Use of Epicor
- Participates and Maintains 5S housekeeping standards

**Minimum Requirements:**

**Education:** Bachelor's degree in engineering or a related technical field or 5 years of field experience or equivalent.

**Experience:** Experience with rotating equipment such as motors and pumps

**Skills:** Problem Solving, Product Knowledge, Selling to Customer Needs, Software Requirements, Product Development, Presentation Skills, General Programming Skills, Technical Understanding, Verbal Communication, Requirements Analysis, Innovation

**Essential Mental Functions:**

- Technical knowledge of motor manufacturing special practices.
- Detailed Oriented
- Excellent oral/written communication skills.
- Well-developed presentation skills.
- Excellent customer relations skills.
- Marketing planning knowledge.
- In-depth knowledge of target market industries.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Ability to apply and solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to handle stress of job: meeting deadlines, working with others, multi-tasking, etc.
- Ability to collaborate and work well with others (co-workers, customers and vendors)

**Essential Physical Functions:**

- See attached Physical Requirements
- Must be able to work at a computer workstation for extended periods of time.
- Combination of plant and office environment.
- Occasional exposure to elements such as odor, noise, dust, heat, cold or chemicals.
- This position requires you to be onsite to answer phones, order entry, work closely with engineering, S&R, shop floor personnel, customers, participate in meetings, etc.
- Regularly required to sit, stand, bend and lift-up to 25 pounds.

**Equipment Used:**

General office equipment: computer, phone, copier, fax, calculator, etc.

**Additional Comments:**

- Will be required to perform other duties as requested, directed or assigned.
- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice. Nothing in this job description restricts management’s rights to assign or reassign duties and responsibilities to this job at any time.

Approved By: \_\_\_\_\_ Date: \_\_\_\_\_

Employee signature below constitutes employee’s understanding of the requirements, essential functions and duties of the position.

Employee: \_\_\_\_\_ Date: \_\_\_\_\_

**PHYSICAL REQUIREMENTS**

JOB TITLE: Sales Engineer

In a normal work day, the employee may:

ACTIVITY	0%	1-3 HRS / 1-33%	3-5HRS / 34-66%	6-10HRS / 67-100%
STAND/WALK		X		
SIT				X
USE OF HANDS:				X
HEAR				X
TALK				X
VISION				X
LIFT:		X		
*MINIMUM		1LB		
*MAXIMUM		25LB		
STRESS LEVEL			X	