

# **Technical Sales Engineer Job Descriptions**

**PLEASE NOTE: These are suggestions for use in job postings. This is not a job solicitation from SYNNEX Comstor.**

Sales Engineers create and maintain strong, trusted internal and client relationships at all levels. They design solution recommendations for their clients by applying their broad technical skills, industry knowledge and business acumen. These recommendations leverage technologies, architectures, integrated solutions, hybrid cloud patterns, and other offerings to solve the client's business challenges and deliver tangible business value.

## **SKILLS**

- We are looking for skills specifically around managed services, BASIS as well as understanding of functional layers. (Call out practice/skills you are looking for expertise on)
- The ideal candidate will have at minimum 2-3 years of Sales Engineering/Solution design work
- As a technical member of the sales team, lead in collecting, validating, vetting with customer the deal-specific technical, functional, and nonfunctional requirements
- Develop initial technical solution strategy
- Develop non-binding indicative estimate (NBIE) solution proposals to include cost cases to be priced, draft deployment timelines, technical/operational dependencies, draft architecture
- Apply technical and competitive insights specific to their tech domain areas to optimize sales opportunities
- Apply and continuously develop knowledge in the technical domain areas they're responsible for in the context of GTM strategy (Call out future certification requirements and timeline of earning those certs)
- Develop/maintain end client, business/channels/alliance partner relationships within their technical communities
- Advise/write when needed technical elements of contracts/SOWs in re: The given technical scope, integration points, architectural ramifications
- Perform/execute: client-facing meetings, RFP oral presentations, quarterly business reviews at client sites, and conduct hands-on client demonstrations – pertinent if role is expected to be field based

## **JOB DESCRIPTION**

- Technical sales engineers provide clients with sales advice and support. They work on behalf of a range of industries, including manufacturing, utilities and biomedical, providing technical knowledge to identify new business, negotiate contracts and review sales performance.
- The role of technical sales engineers essentially involves translating and explaining highly complex technical information to customers and clients, focusing on revealing how a product or piece of equipment can solve specific problems. They therefore play an important role in the modern sales process. Technology has advanced in leaps and bounds in recent years and continues to alter the ways we communicate and do business. But not everyone has the time or know-how to keep up with these advancements. The technical sales engineer is the person who stays abreast of the latest developments and breakthroughs, and who can pass this vital knowledge on to others.
- Sometimes called systems engineers, pre-sales support, or field consultants, technical sales engineers act as the sales team's technical encyclopedia during the sale of goods and services. They represent the technical aspects of the product and propose how these aspects can benefit the customer. Sales engineers must have a strong technical understanding of the complexities of what their company supplies together with excellent sales skills.
- Sales engineers deal directly with production engineers, maintenance engineers, and plant managers.

## **WORK ACTIVITIES**

- Advising customers on how best to use the products or services provided.
- Collaborating with the design, production, engineering, or research and development departments of the company to determine how products and services could be made or modified to suit the needs of the customer.
- Selling and consulting on technologically and scientifically advanced products.
- Using technical skills to demonstrate to potential customers the usefulness of the product or service and how it may suit the customer better than competing products or service.