



Job Profile

Job Title:	Technical Sales Engineer
Job Grade:	Executive
Reports To (Job Title):	Spare Parts Senior Sales Executive
Direct Reports (Job Titles):	N/A
Contact Email:	Careers@atad.com

Job Summary:

The Technical Sales Engineer serves ATAD's customers by identifying their needs, focusing on the fulfilment of ATAD customer's requirements in the machinery sector, servicing the demand for machinery spare parts supply, and maintaining and building customers and suppliers' relationships.

The Technical Sales Engineer actively drives and manages the technology evaluation stage of the sales process and works in conjunction with the Spare Parts sales team as the key technical advisor and product advocate for our products.

The Technical Sales Engineer must be able to articulate technology and product positioning to both business and technical users. Must be able to identify all technical issues of assigned accounts to ensure complete customer satisfaction through all stages of the sales process. Must be able to establish and maintain strong relationships throughout the sales cycle.

Duties & Responsibilities/Deliverables:

- Maximize income generation for ATAD, and achieve sales targets;
- Plan, locate and establish contacts with new customers;
- Obtain relevant documentation, review, and prepare suitable materials for quotations;
- Coordinate all aspects of the sales process from initial quotations/LPOs through to the closing of the sales deal;
- Lead the development and preparation of RFPs, Pre-Qualification, formal presentations, proposals, and contracts;
- Organize follow-up visits and report weekly in writing about Spare Parts sales activities;
- Refurbished parts for CNC machines, software upgrade, Operating and software training activities, spare parts stocks for ATAD and/or for the end users, Retrofit and upgrade of the existing CNC machines;
- Prepare and deliver technical presentations that explain products or services to

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customers and prospective customers;

- Join weekly internal sales meetings with the Machinery Tools Division Head and the Service Manager to validate sales strategy, refine tactics, exchange information and plan for the next actions;
- Report all relevant market information collected during your sales meetings concerning competition, projects and prices;
- Propose new product developments and suggest improvements whenever the opportunity arises;
- Establish friendly and professional relationships with our clients.
- Always ensure a prompt and reliable service in your area of responsibility; and contribute to the promotion of our company's reputation and quality in the industry;
- Generate project/business opportunities to meet the company's business plans and growth strategies;
- Undertake research to identify opportunities and threats in the marketplace;
- Attend networking events, trade exhibitions and promotional events to gather market information and promote the system/product;
- Professionally represent the company at all times;
- Develop solid, long-term relationships with prospects and maintain existing customer relationships;
- Track and report current status of potential markets, customer news, and products;
- Ensure all communication with customers is by our standards and correct in content and format;
- Knowledge transfer and provide: coaching, Mentoring, Knowledge sharing, and Technical Training to team members routinely;
- Abide by ATAD's code of conduct;
- Implement ATAD Policies and Procedures;
- Perform other duties as assigned.

Education:

- Bachelor's degree in engineering/business administration with a strong technical background.

Skills & Experience Required:

Experience:

- 3+ years prior work experience in Sales / Business Development or related positions;
- Knowledge of the practical application of engineering science and technology. This includes applying principles, techniques, procedures, and equipment to the design and

Skills Set:

- Proven ability to interpret and communicate moderate to complex data;
- Superior communication skills (listening/verbal/written) and interpersonal skills;
- Proven problem-solving, analytical and decision-making skills;

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<p>production of various goods and services;</p> <ul style="list-style-type: none">• Demonstrates detailed understanding of relevant products & services and regularly explains and/or delivers the products and services;• Prior customer service experience and the ability to understand and react to customer needs.	<ul style="list-style-type: none">• Demonstrated understanding of customer escalation principles highly preferred.• Demonstrates organizational skills to juggle competing priorities;• Advanced MS Office skills;• Excellent negotiation skills, and dealing with difficult customers efficiently and effectively;• Demonstrated results in meeting sales quotas or business development goals;• Experience using CRM software to track and analyze sales metrics;• Knowledge of the sales process with the ability to understand and interpret customer needs using fact-finding to identify sales opportunities.
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Behaviors or personal competencies required for the job:

<ul style="list-style-type: none">• Ability to lead, motivate/mentor, communicate, and generally interact with people positively;• Professional, energetic and positive attitude;• Ability to analyze results, plan for the future, make good decisions, and take responsibility;• Must have strong work ethic;• Detail-oriented, professional attitude, reliable;• Smart professional appearance;• Flexible and adaptable with a "can do" attitude;• Ability to work under pressure to meet objectives and deadlines.
