



Job Description

Sales Application Engineer **Reports to: Director of Sales**

Summary/Objective

Absolute Process Instruments (API) & Ccomp Electronics (Ccomp) manufacturer process control instrumentation such as signal conditioners, signal isolators, signal converters, and limit alarms as well as digital pressure gauges. Our products are used in a wide range of markets including, but not limited to, test labs, pharmaceutical, food processing, oil & gas, gas utilities, automotive, commercial aircraft, auto racing, petrochem, and so on. Where there is a sensor or process signal, there is an opportunity for an API product and where there is a need to measure gauge or absolute pressure or vacuum, Ccomp digital pressure gauges are often used.

The Sales Application Engineer performs technical customer service, support, and sales activities that follow the guidelines, policies, processes, and procedures set forth by the Director of Sales and other company management. This person will ensure these activities meet or exceed the customer's expectations intended to increase customer satisfaction, loyalty and retention. The ideal candidate will have a can-do attitude, have a default of creatively solving problems, and have a 'glass half full' outlook.

Responsibilities

- In a timely, professional, and accurate fashion:
 - Provide technical, application, and engineering support as well as sales assistance to prospects and existing customers as well as inside and outside sales channels. Comfort with a variety of communication channels a must (ie, telephone, email, occasional face-to-face).
 - Assist in the management of customer-related projects for custom designs, product modifications, private labeling, etc. Interface with all internal departments, as necessary, and ensure coordination with the outside sales team (independent Sales Representatives, Catalog Houses, & Distribution channels), and the customer.
 - Identify and escalate priority issues; redirect problems to appropriate resources (inside, outside, engineering, etc.).
 - As necessary, interface with engineering, production, and other API departments to ensure prompt, accurate and effective solutions to customer issues, questions, applications, engineering requests, or problems.

- Offer alternative solutions where appropriate with the objective of retaining customers' and clients' business.
- Assist outside sales channels in the preparation of quotations and proposals as well as in the resolution of any customer inquiries, concerns, or other issues, technical or otherwise.
- Implement and maintain a vigilant follow up system and make scheduled call backs where necessary. Document details of all issues, projects, or other involvements in the Company's data base system and communicate to all parties involved, as necessary.
- Always be on the alert for opportunities to proactively promote the company's products and services to new prospects as well as existing customers. Includes online forums, social media, etc. Communicate these opportunities to the sales and marketing teams.
- Assist in factory training sessions for customers and sales channels. Involves creation of and/or modification of PowerPoint presentations, sales demos, training videos, etc.
- Company/Contact Database
 - Our potential customers most often come via word of mouth. The Sales Application Engineer will proactively and thoroughly gather and document accurate lead/prospect/customer information via telephone, email, social media, website, etc., for the Company's internal contact database.
- Work closely with API/Cecomp sales management team to improve and enhance personal, in-depth relationships and communications with our customers as well as our sales channels. Requires coordination of efforts with the Director of Sales as well as the Sales and Marketing teams to ensure timely, effective, and professional correspondence with all sales channels.
- Communicate to the Director of Sales any visits deemed necessary or required to prospects, existing customers, distributors, resellers, OEM's, sales representatives or other sales channels.
 - On occasion, overnight travel may be required to provide on-site customer assistance, trade show management, joint sales calls with sales personnel, customer and/or sales channel training, etc. Frequency of travel may increase over time.
- Monitor customer preferences and evaluate customer needs for product research and development. Collect as much detail as possible and communicate this information to the Director of Sales on a frequent basis.
- Assist the sales and marketing teams to define new application notes and other sales and marketing tools and collateral for the company's products. As necessary, interface with the customer to define, document, illustrate, or otherwise describe technical solutions for customer support. Obtain photographs of the actual installation and/or application.

Qualifications & Requirements

- Bachelor's degree in a technical discipline (electrical, hydraulic, process control, etc.) or equivalent experience in related field is preferred.
- Minimum of five (5) years of inside or outside technical product and application support dealing with direct customers, sales representatives, distributors, OEM's and other customers.
- Business travel experience a plus. Willingness and ability to travel is required.
- Enjoyment of and willingness to work in a team environment, open-mindedness.
- Self-motivation and creative problem solving a must.
- Professional written and oral communication skills.
- Professional and proper phone etiquette.
- Interest in positive personal relations, ability to work in close proximity and utilize high-level communication skills in all situations including but not limited to working with customers, other departments, colleagues, etc.
- Effective listening skills.
- Willingness to cooperate with others.
- Willingness to multi-task and work in a small office environment and adjust effectively to new work structures, processes, requirements. Willingness to give input towards policies and procedures as required.
- Working knowledge of:
 - CRM databases, MS Office programs, social media, internet
 - Computer software, operating systems, hardware, peripherals and related equipment
 - Industries and markets served by the company
 - Products and services provided by the company
 - Industrial instrumentation and related applications, network communication methods, communication protocols, wireless networks, etc., preferred.