

## JOB DESCRIPTION OF SALES ENGINEER

Department	Sales
Title	Sales Engineer
Job codes	SAL-OS-01
Manager	Sales Manager

### Overview:

The Sales Engineer will serve as a vital link to Helukabel and its customers, particularly focusing on cables and accessories products. This role involves providing technical expertise, product knowledge, and customized solutions to meet the needs of clients operating in various industries requiring cables solutions. The Sales Engineer will be responsible for driving sales growth, fostering client relationships, and ensuring customer satisfaction through tailored cable solutions.

### Key Responsibilities:

#### 1. Technical Consultation:

- Offer technical expertise on cables products, including specifications, capabilities, and customization options to address client requirements.
- Collaborate with clients to understand their specific needs and recommend suitable cable solutions based on their applications.

#### 2. Sales and Business Development:

- Drive sales growth and revenue generation through proactive client engagement, product presentations, and solution proposals.
- Build and maintain a strong pipeline of potential clients, perform demonstrations, and negotiate sales terms to secure deals.

#### 3. Client Relationship Management:

- Develop and nurture long-term relationships with clients, acting as a trusted advisor and point of contact for all queries related to cable products.
- Provide after-sales support, address technical issues, and ensure customer satisfaction to drive repeat business and referrals.

#### 4. Market Analysis and Strategy:

- Conduct market research to identify trends, competitive landscape, and opportunities for expanding the company's presence in the cables market.
- Propose and develop sales strategies, pricing models, and promotional campaigns to maximize profitability and market share.

#### 5. Project Coordination:

- Coordinate closely with internal teams, such as Finance, SCM, and technical support, to ensure seamless execution of client projects involving cable products.
- Manage project timelines, deliverables, and client expectations to achieve successful project outcomes.

#### 6. Training and Support:

- Provide training sessions, technical assistance, and product demonstrations to clients, sales teams, and distributor networks on cable product features and applications.



- Ensure that all stakeholders have a comprehensive understanding of the company's cables products and their benefits.

**Qualifications and Skills:**

- Bachelor's degree in electrical engineering, Mechanical Engineering, or a related field.
- Proven experience in a technical sales role, preferably within the cables or electrical products industry.
- Excellent communication and presentation skills, with the ability to articulate complex technical information concisely.
- Proficiency in CRM software, technical sales tools, and Microsoft Office Suite.
- Solution-oriented mindset, with the capability to analyze client needs and recommend customized solutions.
- Willingness to travel for client visits, industry events, and trade shows as required.

**Additional Requirements:**

- Familiarity with relevant industry regulations, certifications, and quality standards applicable to the cables industry.
- Experience in conducting technical product training sessions for internal and external stakeholders.
- A valid driver's license and access to reliable transportation for client visits and on-site consultations as preferred.

**Benefits:**

- Competitive salary with performance-based bonuses and benefits package.
- Health benefits (Social Security and Private Healthcare) as per company policy.
- Opportunities for career growth and professional development within the organization.

**How to Apply:**

Interested candidates should submit their resume and a cover letter highlighting your relevant experience and achievements in Sales Engineer to email.

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