



Job Description

Job Title: **Sales Engineer Europe**

Reports to: European Sales Manager

Purpose of the position:

The Sales Engineer Europe manages all pre-sales customer activities from business development, basic sales support to initiation of the quotations and follow-up with customer until closure of the order in her/his territory. Following-up sales, manages and maintains a good customer care in teamwork with service.

She/he is the primary sales coordinator with manufacturing, and as required with the application engineer to fulfill customer demands. She/he is driven to insure total customer satisfaction.

Major duties and responsibilities:

- First-line phone and email sales support to customers. Manages all sales follow up with customer via phone, email and any other type of communications.
- Develop and implement a strategy to generate qualified leads in her/his territory. Develop an efficient tactical approach for each market segments.
- Perform (as required) demos with all key Vytran equipment at home office or at customer sites.
- Manage and generate sales quotations to customers. Get technical proposal validation from the Application Engineer if engineering services are required prior to sending out quotations. Follow-up with customers till order closure.
- Maintain on time all information required such as but not limited to quotations, trip reports, and technical proposal ... in the CRM

system. Provide rolling forecast and yearly budget forecast on time. Maintain the database up to date.

- Support shows, conferences the company's participate into. Follow up with customers and leads pro-actively.
- Provide feedback and report on a regular basis on customer needs, customer issues, competition and other market dynamics to the Sales manager and the R&D group.
- Contribute in the process to define and implement the overall sales and marketing strategy

Skills and experience:

- A minimum of 5 years of sales experience in the photonics or related capital equipment market
- Ability to learn and understand Vytran products and accessories.
- Excellent communication skills and customer care champion
- Teamwork and detailed oriented.
- Proven "people" skills.
- Ability to think "outside the box".
- A sense of urgency, and a desire to close the business on time. Eager to compete.
- A service-oriented attitude towards internal and external customers.
- Experienced with CRM systems and comprehensive yet efficient reporting systems.

Primary Measurable:

1. *Bookings*
2. *Customer satisfaction*
3. *On-time quotation feedback to customers*
4. *Interaction with the company's other groups.*