

Applied Industrial Controls – Job Description



Job Title:

Sales Engineer

About Applied Industrial Controls (AIC):

Applied Industrial Controls (AIC) is the expert in motor control and automation in the Southeast. We are more than just a distributor of electrical, motor control, and automation components. We support our customers directly with a team of engineers and more than 150 years of engineering experience in house. Through our sister company, Engineered Systems Group (ESG), we provide engineering and production services including prototyping and outsourced production of automation panels and assemblies through our UL508A panel shop.

Job Description:

We are seeking a highly motivated candidate to become the Sales Engineer in one of several territories:

NWGA (Atlanta to Chattanooga)

Central GA (Atlanta to Macon)

Most of Atlanta Metro

AIC offers an excellent opportunity to work for a leading industrial automation distributor with a great working environment. Our lines include leading brands such as ABB, Siemens, Rittal, Finder, and Eaton Cutlerhammer among others. We also offer engineering support and a UL508A panel shop in house to serve customers through prototyping and outsourced production partnerships. You will be provided with product and sales training, and we will support you as you enter into your role and become responsible for client accounts. You will report directly to the Sales Manager.

Physical Office Location: Buford, GA

Remote work: Yes, (80-90% once fully operational)

Responsibilities:

- Promote and sell AIC products, services, and engineering / production capabilities. Work to develop regional and core accounts; and collect market and account intelligence.
- Understand the implications on end customers' business. Work in partnership with engineering, inside sales, and production leadership to devise and present the optimum manufacturing / automation solution for clients.
- Grow sales within the designated territory by working new and existing sales opportunities, continually seeking opportunities to nurture relationships, increase the happiness, and identify and develop target accounts.
- Introduce of new products and services to new and existing customers.
- Work with inside sales to provide support for the customer base.
- Provide basic technical support and bring in engineering or manufacturer support as needed.
- Work with the sales manager to create a Target Account Business Plan including Sales Strategy and Strategic Accounts within the territory to Expand the customer base.
- Meet and exceed sales quotas at existing customers.
- Provide insight to the marketing team to promote sales efforts including email campaigns, marketing materials, and partner product launches.
- Identify, define, and develop the best technical solution for customer applications
- Hold in-depth technical presentations and discussions with the customers
- Help manage customer projects and facilitate engineering and production communications if needed.
- Attend weekly sales meetings and workshops (possibly remotely or in Buford)
- Work with the inside sales team to confirm projects costs are meeting quoted pricing. Obtain Engineering Change Orders (ECOs) as needed.
- Involve engineering and production (ESG) as needed to consider staffing, budget, project execution, and project feasibility. Assure a project is profitable and feasible before an opportunity is quoted.
- Develop relationships with our manufacturing partners and engineering team to capture and translate voice of customer feedback and market trends, so we can craft the most optimum solutions for our customers
- Stay up to date on cutting-edge solutions (IIoT, Industry 4.0, Sensor Capabilities, etc.) and manufacturer offerings to set ourselves apart from the competition and offer cutting-edge solutions that meet our customer's needs.
- Negotiate with customers regarding price, schedule, terms and conditions and other commercial issues. Create operating agreements for key accounts including Stocking agreements, Kitting, Production agreements (ESG), and Engineering Support
- Regularly update the CRM with leads, customer information / insights, funnel, and opportunity information.
- Utilize the CRM system to provide insight on sales techniques, market intelligence, lead generation, and target markets / customers.

- Work with the marketing team to recommend new product development ideas / equipment demonstration concepts.

Skills and Qualifications:

- Must be able to understand the complexities and implications of the end customers' business to provide the best solutions.
- Must be self-motivated and driven to grow your client base without constant oversight. Driven to uncover and generate new leads and follow up on opportunities.
- Must relate comfortably and work with people across all organizational levels, functions, and cultures including maintenance, engineering, purchasing, sales, management, and C level executives.
- Must understand interpersonal and group dynamics and engaging in an effective manner.
- Must Understand relationship building and able to act as a trusted advisor.
- Must be able pick up on situational cues and adjust in the moment; readily adapting personal, interpersonal, and leadership behavior to fit the specific needs of the situation.
- Must possess strong presentation skills. Develop presentation material and present to potential clients for effective communication of technical concepts and overall value message.
- Must be experienced in managing all stages of a sales funnel.
- Engineering background/degree (advantageous but not necessary)
- 3 years of industry automation experience
- 3 years of sales experience
- Strong interpersonal and presentation skills.
- Position requires some domestic travel. Most travel is local with about 10 days overnight per year. Expected to be on the road daily developing customer relationships and following up on leads.

Benefits:

Medical, Dental, Vision, Short-term and Long-term Disability, Life, and Accidental Death insurance; 401K; Paid Vacation, and 7 company holidays.

Compensation:

We offer an initial base salary dependent upon experience. Salary will be converted to a draw over time with 100% commission based on performance (benefits are maintained).