

**Job Title:** Sales Engineer**Reports to:** Account Manager**FLSA Status:** Exempt**Department:** Sales**Dated Revised:** 01/09**Purpose:**

The Sales Engineer will be responsible in developing new opportunities, educating and communicating the value of General Informatics solutions to prospects, making presentations and finally closing the deals. The main portfolio of services will include:

TotalCARE™ support plans, ATX VOIP phone system, totalCareVAULT – Backup Solution

**Succession/Career Progression Opportunity:**

This person will have the opportunity to work independently and progress professionally/financially as they contribute to General Informatics growth.

**Primary Responsibilities****Sales Activity / Results**

- Sell TotalCARE™ portfolio of Computer support services, ATX phone system and Data Backup solution.
- Develop and foster networking opportunities. Constantly plant seeds to build relationships and market General Informatics offerings to potential prospects.
- Prospect potential client opportunities that would fit well with General Informatics' offerings and set appointments weekly.
- Conduct presentations weekly to prospective clients, communicating General Informatics' expertise that will impact the client needs. Gather needed analysis in order to identify and present the relevant financial impact.
- Through presentations, open opportunities with prospective clients to provide solutions that will introduce new products and services to make it possible for them to meet their operational, financial and security needs.
- Generate revenue to meet sales/profitability budget goals.
- Communicate the vision and overall goal of your customers to the supporting team within General Informatics through periodic meetings and other formats.

**Customer Relationship / Account Management**

- Maintain a deep understanding of customer's current requirements; anticipate future needs.
- Offer solutions that bring lasting value to the customer and General Informatics.
- Conduct monthly and annual business reviews to identify ways to improve service and expand business.
- Provide sales forecast information in ConnectWise CRM tool.

**Financial Accountability**

- Effectively manage account profitability.
- Achieve projects and budget for both overall sales volume and profit margins.
- Apply financial data to identify trends, threats and opportunities.
- Responsible for accounts receivable and claims with overall account.

**Analysis**

- Use data gathering tools for customer reporting and problem solving, as well as regular executive summaries.
- Use data resources to assess the business, identify potential opportunities and manage the annual plan.
- Present analysis of General Informatics' service cost-effectiveness and communicate value return to client

**Product and Services Knowledge**

- Demonstrate a degree of knowledge of technical aspects of the products/services proposed for sale.
- Demonstrate an understanding of the customer's use of products/services.
- Maintain and continue to enhance industry subject matter expertise by reading trade publications, attending informational meetings and participating in industry associations.

**Territory:**

Baton Rouge, New Orleans & Lafayette and any other towns on I10 in between.

**Qualifications and Skill Requirements:**

- Hunter.
- 2+ years of demonstrated outside sales experience – industry experience a must.
- Excellent sales and negotiating skills with close attention to detail
- Excellent oral and written presentation skills
- Highly motivated, self-disciplined and focused on getting results through the use of professional selling skills
- **Good listening ability that will aid in understanding customer needs and provide sound product/service solution recommendations**
- Computer literacy with Microsoft Office including Word, Excel, Powerpoint, Outlook, Sharepoint and other related applications/tools