SALES ENGINEER

ANALYZE

Who are Sales Engineers?

Sales engineers are translators. They communicate the ins and outs of complicated technological products to businesses and individuals with limited technological understanding. They enjoy meeting with people and are quick on their feet when it comes to designing solutions that meet a customer's needs. Sales engineers love the thrill of closing a big deal and delivering an excellent product to a client. They're capable negotiators with an eye on the bottom line. Their research and knowledge of market trends are important assets for their workplace, as is their ability to make and deliver effective presentations.

IMPORTANT QUALITIES

Interpersonal skills
Problem-solving skills
Self-confidence
Technological skills

"I HAVE A BROAD SET OF INTERESTS—FROM SPORTS TO FASHION TO technology to politics. When you can find some common personal interests with someone, the professional interests become more personalized too. Having an outgoing personality and a true interest in people helps me relate to clients."

—Deb, Associate Director, Sales Engineering

SAMPLE

What do Sales Engineers do?

Sales engineers can be found in manufacturing facilities, telecommunications companies, computer design agencies, and many other places. They may spend a lot of time on the road, traveling to meet with potential customers and giving presentations on the latest and greatest product their company has developed, including demoing software and products to show customers how to use the tools in order to sell them. They'll engage in a lot of business meetings but will also devote time to making sure that they know all of the important new details about their product. They need to know how a product works in case a customer has a question. They're often a helpful connection point between customers and product designers.

VARIABLES

How much do Sales Engineers make?

The average sales engineer earned $100,000 in 2016, which is well above the average median salary. Sales engineers often operate on a commission basis, which means that they earn money on each sale they make. A sales engineer's salary will depend on their field or industry. Those working in telecommunications or computer systems organizations earn on the higher end of a salary range.

PREDICT

Is this a growing field?

The need for sales engineers is growing at an average pace. The biggest areas of growth and expansion for sales engineers are projected to be in computer systems design and manufacturing. Good interpersonal skills and a strong background in systems and tech are in high demand.

EXTRAPOLATE

How do I become a Sales Engineer?

Sales engineers benefit from earning a bachelor's degree in engineering or a similar field. Business know-how also helps. Many companies or organizations will put new sales engineers through a personalized training program. This will get them up to speed on the specific technologies that company offers. Sales engineers have to stay sharp on evolutions in technology and global trends so that the can make the best sales case to their customers. Communications expertise is a huge bonus in this field, which is really dependent on building strong interpersonal relationships with customers and colleagues. Focusing on literacy courses and technical programs is highly encouraged.

* All information sourced from the Bureau of Labor and Statistics Occupational Outlook Handbook
* Home : Occupational Outlook Handbook: (2018, January 30). Retrieved March 22, 2018, from https://www.bls.gov/ooh/