



## Job Description for the Roles of:-

### **Sales Engineer – Industry Sales (Mobile Machines - MM)**

Created:- 25.01.2021. Reviewed: N/A

The responsibilities of all members of SICK (UK) LTD Staff shall include:

- A) attaining and maintaining a level of computer literacy commensurate with the requirements of their role within the company;
- B) assisting in the maintenance of the Quality Systems through:  
  
Maintenance of the Quality Documentation  
  
Where appropriate, raising nonconformances and informing the Quality Manager of any deviations from the Quality Documentation
- C) maintaining a level of presentability commensurate with their role within the company;
- D) informing the Manager – Industry Sales of any requirements regarding training;
- E) Maintaining a basic knowledge of all products / product groups within the company;
- F) Maintaining a basic knowledge of all services offered by the company;
- G) To carry out any reasonable task as requested by any member of the Management Team.

The Sales Engineer – Industry Sales for Mobile Machines reports to the Manager – Industry Sales.

The activities and responsibilities of the role of Sales Engineer – Industry Sales re Mobile Machines (Construction Machinery, Municipal Vehicles, Agricultural Machinery and Off High way vehicles) shall include:-

- 1) establishing and maintaining technical and application knowledge of SICK Automation products and understand their sales and technical benefits to the market
- 2) establishing an expert knowledge in the Mobile Machine market to identify trends and future customer needs to enable plannable improvements for the SICK product portfolio
- 3) developing and maintaining an expert knowledge of all application and systems solutions relevant to the Mobile Machine Market;
- 4) developing & maintaining an expert knowledge of all services offered by the Company, especially in relation to the Mobile Machine Market;
- 5) establishing and maintaining knowledge of competitors' products, prices and discount structures

- 6) achieving the sales targets by organising sales activities – ensuring the most cost-effective use of time – in order to
  - identify sales opportunities and their conversion
  - telephone and visit customers and potential customers
  - Call rate of 14 visits per week (Virtual & Face to Face)
  - make sales representations
  - effectively set up and demonstrate SICK products and their technologies
  - prepare and follow up sales proposals / quotations
  - inform customers of product developments
  - offer application assistance
  - follow up enquiries and leads, including those from exhibitions, magazines, articles and other sales colleagues
- 7) in conjunction with the Manager – Industry Sales managing effectively all planning, control and reporting requirements including:
  - UK / Ireland Sales Bridge
  - Monthly Sales forecasting
  - Control of Segment Marketing events, i. e. Technology Days
- 8) keeping the Manager – Industry Sales informed of progress in Sales Area activities, especially concerning Key Accounts, competitor held accounts and activities, projects, prospective orders, pricing requirements, lost orders and future product requirements
- 9) working closely with the Manager – Industry Sales in order to prepare and implement Account Sales Plans in a given sales territory in order to achieve growth by generating new business and assist with setting sales targets for the relevant sales areas
- 10) assisting the Manager - Industry Sales in developing and implementing effective sales pipeline management of all future business opportunities using CRM
- 11) maintaining and managing CRM to date, including:
  - Activity Reports
  - Contact administration
  - International Key Account Reporting
  - Customer Pricing
  - Opportunity/Funnel Management
  - Sales Potential
- 12) assist the Manager – Industry Sales in maximising - with the available resources - the highest return on the investment in people/spend and general expenditure, ensuring that all resources are utilised to their maximum potential
- 13) work closely and effectively with the Systems Plus & Product Management Teams in order to ensure that the technical solution is understood and clearly delivered to the customer

- 14) in conjunction with the Manager – Industry Sales involving specialist team members such as Product Management, Marketing Communications, International Key Account Management and Strategic Industry Managers within the segment teams to ensure the development of innovative value added offers to secure a complete solution for the customer
- 15) assisting the Manager – Industry Sales in ensuring that the Market Segment functions as a seamless business unit with common understood goals, shared knowledge, best practice, complete visibility and sharing of all segment data and information and most importantly complete interdependence of all other teams
- 16) in conjunction with the Manager – Industry Sales involving all necessary SICK resources in order to maximise sales potential with existing customers and targeting new customers ensuring that at all times you are fully engaged in the specification and bid processes
- 17) working with the Product Management team and the Manager – Industry Sales to implement a training and experience plan to achieve expert knowledge in the industries' relevant products, system solutions and applications
- 18) identifying clearly target customers, obtaining knowledge of their supply chain and gaining their approval for and specification of SICK's products and services ensuring that related quotes maximise revenue and margin for SICK (UK) LTD
- 19) developing and building relationships with customers and their key contacts to ensure SICK strives to exceed customers' needs resulting in repeat business and improved customer satisfaction levels
- 20) establishing and maintaining a relationship with distributors (if applicable) in order to develop and maximise a profitable business
- 21) sharing information on forthcoming orders and projects with Sales and Product Management colleagues to enable early selection of the most appropriate resources and to ensure better service to customers
- 22) keeping other Sales Engineers informed of any sales opportunities within their sales areas
- 23) understanding SICK's internal processes and – where appropriate – making constructive and structured suggestions to ensure quality output for the customers; demonstrating a mindset that focuses on aligning the changing needs of customers with the business processes resulting in continuous improvement of customers' satisfaction and ensuring that customers' problems are turned into opportunities
- 24) communicating with the Internal Sales Office on a daily basis with regards to customer enquiries, quotations and orders
- 25) attending and participating in training courses, Sales Meetings, Industry Conferences etc
- 26) ensuring the Company's Returns and Sale or Return Policies are adhered to

- 27) assisting the Credit Controller when requested to ensure credit risks are kept to a minimum and debts are collected
- 28) submitting expenses promptly, at least once a month
- 29) submitting in writing Reports in the required format as requested
- 30) ensuring your company car is properly maintained
- 31) ensuring your demonstration stock is complete and in good order; completing monthly stock checks according to the electronically submitted stock report and bi-annual physical stock checks
- 32) maintaining and updating the Company's diary system (currently Lotus Notes) and the Company's customer and prospect database (currently CRM & SAP)
- 33) carrying out any reasonable task as requested by the Sales Manager

Member of Staff's Name	Signature	Date
Their Manager's Name	Signature	Date