



# Job Profile\_Sales Engineer for Fire Protection

<b>Job Family:</b> Sales	
<b>Job Cluster:</b> Sales Water	
<b>Job Role:</b> Fire Protection Sales Engineer	
<b>Grade:</b>	<b>Date:</b> 21-11-2024

## Organization Chart:



## Purpose of Job:

- The Sales Engineer for fire protection performs discovery, analysis of business needs and definition of client requirements in conjunction with the Executives level to determine technical requirements for project work, as well as ascertain fit and suitability of our other products, including managed services, within the client network.

## Key Activities:

- General and Administrative
  - Develop and execute sales and business plan for fire protection market for any segments possible.
  - Excellent utilization of CRM tools, strong discipline in recording all activities and pipelines
  - Provides timely accurate competitive pricing on all completed prospect applications submitted for pricing and approval, while striving to maintain maximum profit margin
- Financial and Business Control
  - Determine and assign sales quotes, products business design, targets, and/or goals. Project and forecast annual and quarterly revenue and for one or more sales territories.
  - Provide timely, accurate, competitive pricing on all completed prospect applications submitted for pricing and approval, while striving to maintain maximum profit margin.
  - Analyze sales data on sales results and develop plans to address performance gaps.
  - Collaborate with marketing executives to develop lead generation plans.
  - Advance one's own professional and technical knowledge by attending workshops and other educational trainings, participating in professional societies and industry networks such as EPC, and reading professional and industry publications.
  - Develop sales & after sales strategies to acquire new customers or clients, track sales team metrics and share them with company leadership.
- Customer Service
  - Maintain a deep understanding of customer needs and monitor their preferences.
  - Resolve escalated customer issues and customer complaints regarding sales and service.
  - Monitor and respond to customer feedback throughout the buying and aftersales process.
  - Provide expertise when setting and adjusting pricing plans and discount rates and provide advanced negotiation expertise.



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- Connect company headquarters with customers and salespeople in the field.
- Technical & Service Area
  - To recommend technical solutions and promote AVK products to customers.
  - To Train and educate customers maintenance staff on products installation, failure analysis, and troubleshooting.
  - To support sales staff on technical aspects and provide technical assistance whenever required.
  - To support organization and achieving business unit indicator
- Provide the information related to Sales Manager Industry

## **Critical knowledge and experience:**

- Minimum 3-5 years of experience in valves and other mechanical business.
- Preferably from fire protection equipment segment.
- Familiar with MS office application
- Excellent analytical, problem solving and organizational skills.
- Able to perform financial calculations and create and manage the budgets.

## **Collaboration Partner:**

- SCM, Finance, Customer Care, Dealers

## **Preferred Education:**

- Hold a degree in Mechanical/electrical Engineering from reputable university.

## **Competencies and Behavior:**

- 1.1. Deciding & Initiating Action
- 2.1. Working with people
- 2.2. Adhering to Principles and Values
- 3.1. Relating and networking
- 3.2. Persuading and Influencing
- 3.3. Presenting and communicating information
- 4.3. Analysing
- 6.2. Delivering results and meeting customer expectations
- 7.2. Coping with pressures and setbacks

## **Skills**

- Good command in English
- Good communication skills