

## **Technical Field Sales Engineer**

### **Job Specification**

Merlin Equipment are a leading supplier of electrical power products and systems to the marine, specialist vehicle and defence industries. With over 28 years in business our systems have been fitted to everything from Formula 1 Trucks to front-line Main Battle Tanks and surveillance vehicles to yachts.

The business has aligned itself for substantial contracts in the defence industry. Now achieved, a re-focus is required on our Commercial Business. With a superb portfolio of reference and existing customers, well recognised products, unique IP and established name; combined with a recent relocation to Exeter, the Technical Field Sales Engineer has a fantastic opportunity to become a key member of our sales team.

As a small business, all our roles are somewhat multi-functional but your focus will be on identifying, canvassing and making appointments with brand new and existing customers, attending those appointments, following up with system designs, quotations and closing those sales. More complex system/product sales need to be handled by our engineering team – this is when your role changes to one of facilitator between engineering and the customer.

You will need to be well presented, organised and planned. Experience and knowledge of power systems and products is essential as our customers will expect you to be able to assist with their technical questions. Training on Merlin Equipment's products will be given but embracing the technical advantages of our products with enthusiasm is essential. Honesty, attention to detail and ensuring discipline to return calls and enquiries methodically is also required.

Some of the sales appointments may be non-technical, others very much so. Customers may include small marine chandleries and traders through to multi-national corporates involved with boat or vehicle building.

An example of this could be, identifying a new or existing product, understanding who can sell or use the product, features & benefits, creating a hit list and categorising it into dealers, trade or OEM sales, attacking that hit list, meeting qualified sales targets and closing them down. Follow up account management will also be key.

Since our focus has changed from defence to commercial business, our company objective is to double commercial sales in the next 12 months. This will involve planning, execution and following up of a sound sales plan (of which you will have input).

National travelling is required.

Reporting to our Sales Director, Mr Russell Squires.

**Responsibilities:**

- Responsibility for creation and management of new and existing accounts
- Identifying targets, opportunities and executing a plan to create sales as a result
- Ongoing account management
- Following up enquiries & meetings with information, proposals, system overviews & quotations
- Managing more complex contracts with engineering teams
- Telephone canvassing & visiting customers.
- Customer Management to include:
  - Ongoing management of accounts allocated to you
  - Growing accounts personally or alongside account manager
  - Undertaking prospecting & canvassing efforts
  - Meeting customers and providing sales presentations
  - Ensuring sales records are kept up to date (through ACT! CRM System)
  - Ensuring regular contact with customers
- Exhibitions & Marketing
  - Attending Exhibitions
- Checking prices and ensuring that margins are met
- Resolving customer issues and complaints
- Any other reasonable task or duty as requested by management

National travel is a large part of this position and you should expect to be away from home for a number of nights each month.

**Benefits:**

Starting Salary: £35'000 per annum plus commission. Commission is paid on new account sales in excess of £20'000 per month – subject to ongoing review. OTE £45k.

Working Hours: As required to fulfil the duties of the role.

Car Allowance: £500 per month. Company mileage paid. Some limitations on car age and type so that it is reflective of a professional business appearance (<6 years old, no sportscars)

Holiday: 25 working days plus statutory bank holidays

Statutory Sickness

Statutory Company Pension

Probationary Period: 3-6 months

Notice: During Probationary Period 1 week, thereafter 1 month either side.

**Place Of Work:**

By negotiation between home office, Merlin Equipment Wimborne Office, Merlin Equipment HQ (Exeter).

Travelling for work required.

**Training:**

Product Training Provided. Merlin operates a continuous training process provided as required on an individual basis both internally and external training organisations.