



Position Title: Sales and Applications Engineer

Location: Lower Hutt, New Zealand. Role involves national customer responsibilities.

Role Overview: Technical sales of electronic test and measurement equipment, systems and services from leading manufacturers to government, research, education and commercial clients.

Reports to: Managing Director

Qualifications & Experience

More than one of the following:

- Demonstrated competence in selling,
- Several years professional sales experience in Electronic Test & Measurement instrumentation or similar with a proven track record of achievement against targets,
- Sound communications, presentation, negotiation and personal management skills, a strong business work ethic and positive attitude,
- Familiarity with one or more of the electronics manufacturing, telecommunications, defence, government research or education industries,
- A successful technical background within the professional electronics industry,
- Familiarity with measurement Instrumentation and its applications and specifications,
- One of more tertiary qualifications in relevant areas of electronics, business or marketing.

General Skills & Requirements

All of the following:

- Exemplary character, commitment, organisational & interpersonal skills and work habits,
- Sound skills in English written and oral business language,
- Ability to readily develop rapport with others at all levels,
- Self-motivation, Independence and time management skills,
- Undisputable professionalism, honesty and integrity,
- Stable emotional temperament & good physical health,
- High judgement skills and understanding of a win-win environment,
- Creativity, initiative and willingness to participate/support others,
- Excellent computer literacy with Microsoft Windows software applications
- Willingness to travel locally and internationally as required,
- Willingness to accommodate the variations in work hours required for a customer orientated business with international suppliers.

Specific Skills & Performance Measures

Performance Measures:

- Consistently meets or exceeds Sales Quota & measures of success for role.
- Proactive feedback from customer of exceeding their expectations for service.
- Complete adherence to standards of business conduct of RF Test Solutions, suppliers & customers.
- Knows the markets for the company product range and can relate the benefits in terminology that the marketplace uses. Takes this into account when making daily decisions.

Sales Skills:

- Able to recognise the deals where we have an opportunity to win and develop a strategy.
- Able to technically differentiate products and company from competitors.
- Has an understanding of the customer's business and drivers.
- Provide an accurate sales funnel & forecast.
- Can deliver presentations to individuals and to groups including audience interaction.
- Projects confidence and credibility in the messages communicated throughout the organisation and with customers. Is recognised by the customer as a business professional.

Planning Skills:

- Able to manage many concurrent tasks and commitments providing responses which meet the customer's expectation.
- Can develop and operate a tactical sales plan.
- Maximises time with, or in direct communication with, customers. Knows all significant projects & key contacts within accounts.

Technical & Business Knowledge:

- Able to build rapport with Engineers through genuine empathy and technical competence.
- Recognises potential large or complex deals and solicits assistance from others to provide critical skills as required.

Teamwork Skills:

- Considered by colleagues as a valuable contributor to overall business.
- Uses resources to pursue business opportunities to meet assigned quota.
- Actively seeks to improve the work environment, and effectiveness of the company.
- Proactively solicits feedback from customers and colleagues.

Judgement Skills:

- Competently exercises judgement in use of company resources, time and territory management, qualification and customer satisfaction. Minimizes need for supervision.
- Only invests in deals where we can win and aggressively & strategically fights these.
- Makes sound decisions quickly and confidently.
- High Ethical standards
- Demonstrates respect for others
- Participates and supports decisions made
- Resolves conflicts in a way that enables RF test to move forward with positive results

Behaviour Skills:

- Sees meeting targets and objectives as non-optional.
- Holds self accountable to the customer for actions on behalf of company, is readily willing to admit mistakes and move forward.
- Proactive engagement in the industry to identify business opportunities, customers, suppliers, competitive intelligence and industry trends,
- Positive attitude even in difficult situations.
- Fights to beat the competition.
- Knows when to ask for help.
- Accepts ownership within sphere of responsibility.

Travel & Commitment Requirements:

- Flexible sometimes extended working day with extended customer availability. Regular travel to customers, training and trade show/seminar events.