

Sales Engineers

SOC: 41-9031 • Career Profile Report

■ Key Facts

\$121,520 Median Salary	56,800 Employment	+5.0% Growth Rate
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■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Medium Risk - 38.0% probability of being automated in the next 10-20 years.
This job has some routine elements but still requires human judgment and interaction.

■■ Work-Life Balance

9.0/10 - Excellent work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.4/10	Investigative	5.0/10
Artistic	5.4/10	Social	8.0/10
Enterprising	9.0/10	Conventional	5.8/10

■ Top Skills Required

Analytical skills, Business skills, Initiative, Interpersonal skills, Organizational skills, Persuasion

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Sales Engineers typically perform the following tasks:

- Develop, present, or respond to proposals for specific customer requirements, including request for proposal responses and industry-specific solutions.
- Collaborate with sales teams to understand customer requirements, to promote the sale of company products, and to provide sales support.
- Create sales or service contracts for products or services.
- Visit prospective buyers at commercial, industrial, or other establishments to show samples or catalogs, and to inform them about product pricing, availability, and advantages.
- Keep informed on industry news and trends, products, services, competitors, relevant information about legacy, existing, and emerging technologies, and the latest product-line developments.
- Identify resale opportunities and support them to achieve sales plans.
- Confer with customers and engineers to assess equipment needs and to determine system requirements.
- Plan and modify product configurations to meet customer needs.
- Prepare and deliver technical presentations that explain products or services to customers and prospective customers.
- Recommend improved materials or machinery to customers, documenting how such changes will lower costs or increase production.
- Maintain sales forecasting reports.
- Document account activities, generate reports, and keep records of business transactions with customers and suppliers.
- Research and identify potential customers for products or services.
- Secure and renew orders and arrange delivery.
- Develop sales plans to introduce products in new markets.
- Attend trade shows and seminars to promote products or to learn about industry developments.
- Attend company training seminars to become familiar with product lines.
- Arrange for demonstrations or trial installations of equipment.
- Train team members in the customer applications of technologies.
- Sell products requiring extensive technical expertise and support for installation and use, such as material handling equipment, numerical-control machinery, or computer systems.

*Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O*NET*

Source: <https://www.bls.gov/ooh/sales/sales-engineers.htm>