

## **Sales Engineer**

### **Opportunity Snapshot**

This unique position offers you the opportunity to leverage your technical knowledge supporting customers in a wide variety of industries (including automotive, military, medical, marine, aerospace, and wind power). You will help solve technical manufacturing challenges at the design concept stage of product development. Our strategy is to provide strong technical support, custom tool design and fabrication to high performance specs. We would like to increase business from converting customers to die casting from other manufacturing processes and outperforming our die cast competitors.

You will identify, qualify, quote, and close new business opportunities with new and existing customers. Pivotal to your success will be your ability to develop relationships with prospects and customers focused on solving their problems and providing technical support and service to help them achieve their goals. To be a good fit for this opportunity you will need over five years of sales experience, including some experience in consultative sales/engineered products. We prefer you have a technical degree in Engineering, Science or Technology. Professional engineering experience is not a requirement.

In contrast to common industry norms, New Products caters to our customers' high performance, support, and service expectations. We produce complex die castings and pride ourselves as a "one-stop" shop where our customers can take advantage of skilled engineering support, custom tool design and fabrication, CNC machining, assembly and finishing to meet their specs.

### **What Else You'll Bring to the Table**

In addition to the qualifications detailed above, you'll need:

- At least five years of experience in a engineering sales position with proven sales performance leading to increasing responsibilities and levels of success.
- Knowledge of basic sales forecasting and territory management concepts.
- Experience developing and implementing pricing strategies.
- Proven leadership and problem solving skills within a job shop/manufacturer
- Outstanding organizational and people skills.
- Excellent written and verbal communication skills.
- Assertiveness, self-initiative, and a "can do" attitude.
- Aggressive territory management and closing skills, but also a willingness and ability to qualify prospects carefully with a focus on profitability (rather than total sales).

- Superior presentation skills to all levels and types of audiences, from engineers and buyers to presidents and CEOs.
- Good computer skills including MS Excel, PowerPoint, Word, and Outlook.

While an understanding of die cast processes can be helpful, we are also open to the insights a "fresh set of eyes" can bring.

### **What's in It for You**

**Intriguing challenges in diverse industries**--you will be exposed to a host of new technologies in different industries, whether they are incremental improvements or huge, game changing advances.

**Great work environment** -- you'll join a collaborative team with the stability of an established company with solid management and fiscal responsibility.

**High impact** -- you'll report directly to our President and join a sales team that is growing steadily. You will play a key role in helping drive our ongoing expansion.

**Excellent compensation** -- we offer a base salary that will reflect your technical savvy as well as sales experience. In addition, our comprehensive benefits package includes medical insurance, and paid time off.

### **More About Your Role**

We are adding this position to diversify our customer and industry base. You will start off by increasing business with existing active accounts and strong leads. You will cull contacts and foster relationships already developed by sales support staff and manage their support duties. Over the long run, however, your mission will be to prospect (including cold calling), qualify, quote, and close new business. In the process, of course, you'll leverage your expertise by providing technical support and consultation.

Our business model is volume commodity sales. Your goal will be to discover what a prospect's current solution is and then to offer an New Products solution. That solution should reduce their costs and/or solve their design issues while maximizing our value.

You will spend about half your time out in the field calling on customers in the Mid West, (Michigan, Indiana, Illinois, Wisconsin, Ohio). The remaining time will be spent cold calling/prospecting from our office in Benton Harbor. You will interact and partner with the President, our Engineering team, Customer Service, and others in our organization. Your activities also will include:

- Smart prospecting with a focus on diversification of customer base and industries, leveraging our strengths, quoting to ensure sustainability and profitability

- Roughly 80% on the road (after familiarization), conducting technical presentations, attending tradeshows, fostering relationships, and identifying and solving customer needs.
- Help promote relationships with current customers by quoting, technical reviews, site visits, etc. Increase our visibility, ease price increases, and ask for more business
- Developing and presenting account management, targeting, penetration, and pricing strategies and forecasting to management monthly.
- Participating in strategic planning
- A key member of the quoting team for all quotes
- Manage Sales team: training, motivation, support activities
- Leverage secondary operations performed internally versus outsourced production for the best efficiency and cost results. Implement cost effectiveness decision-making practices and implement competitive bidding practices
- Review supplier pricing and implement competitive bidding practices
- Review Job Costing quarterly, for part performance and customer pricing. Make strategic recommendations based on part performance, including customer price increases, termination of contracts, or increased bidding
- Manage all marketing activities, including advertisements, presentations, email blasts, web content and print material
- Maintaining our CRM system for potential contacts and new business.

### **Keys to Success**

To excel in this role you will be more than just a technical consultant for your customers -- you will be a problem solver who helps them achieve their business goals. You also will be a true hunter, with an aggressive approach to discovering new business, but also a good qualifier, taking the time to ensure that the benefits of any new business will reach beyond the top line and help create a healthy bottom line for all of us.

If this sounds like the right mix of challenge and opportunity for you, and you meet the minimum qualifications, we want to hear from you!

### **Who We Are**

New Products Corporation (NPC) was founded in 1922 in Benton Harbor, Mich., by Walter Miller, an electrical engineer and prolific inventor. Over the past 90 years, NPC has become a global supplier of custom, precision die cast aluminum and zinc parts for thousands of applications in a variety of industries, including automotive, military, industrial machinery, medical instruments, household appliances, transportation equipment, furniture and fixtures, and more. Today, NPC is a TS 16949 certified, woman-owned small business, recognized for its “world class” quality. For more information, visit [www.newproductscorp.com](http://www.newproductscorp.com).