

SALES ENGINEER

Office-based technical sales position — Bloomingdale, Illinois

Department	Sales	Reports To	Sales Manager
Job Type	Full-Time	Classification	Exempt
Primary Focus	Technical / Consultative Sales / Grow Sales	Travel	As needed; overnight travel up to 25%
Location	Bloomingdale, Illinois (on-site)	Work Arrangement	Office-based; not a remote position

1.0 JOB DESCRIPTION SUMMARY

- 1.1 The Sales Engineer is responsible for developing profitable sales growth for assigned DieQua products and solutions by acquiring new customers, expanding existing accounts, and serving as a trusted technical and commercial resource throughout the sales process.
- 1.2 The position combines technical application knowledge with consultative selling. The Sales Engineer identifies customer needs, evaluates applications, recommends appropriate solutions, develops and presents proposals, and coordinates with internal teams and suppliers to move opportunities from initial discovery through order placement and post-sale follow-up.
- 1.3 The Sales Engineer is accountable for managing an assigned product portfolio, territory, market, or account base in alignment with DieQua sales objectives and strategic priorities. This is an office-based, customer-facing position with travel as required to support business development and customer relationships.

2.0 REPORTING RELATIONSHIPS

- 2.1 The Sales Engineer reports directly to the Sales Manager.
- 2.2 The position works closely with Inside Sales, Product Support, Applications/Engineering, Operations, Purchasing, Accounting, Marketing, management and supplier partners as required to support customer opportunities and business objectives.

3.0 REQUIREMENTS

- 3.1 Associate degree in a technical, engineering, business, or related field is required. A bachelor's degree in Mechanical Engineering, Electrical Engineering, Industrial Engineering, Automation, or a related discipline is preferred. Equivalent relevant industry experience may be considered.
- 3.2 Requires 2 to 5 years of technical sales, sales engineering, application engineering, business development, or closely related experience. Experience within Power Transmission, Motion Control, Industrial Automation, Mechanical Engineering, Industrial Machinery, or related OEM/manufacturing markets is preferred.
- 3.3 Must possess strong interpersonal and communication skills and be comfortable developing new relationships, conducting customer discovery, presenting technical concepts, and working effectively in unfamiliar environments. Must be able to establish rapport, build trust, and communicate confidently with technical, purchasing, operations, and executive-level contacts.

- 3.4 Must possess sufficient mathematical and technical aptitude to perform calculations required for product selection, sizing, pricing, margin review and preparation of accurate customer quotations.
- 3.5 Must possess strong verbal and written communication skills in English. Must be able to read and prepare technical and business correspondence, reports, quotations, proposals, and presentations.
- 3.6 Must demonstrate strong organization, follow-up, and time-management skills, including the ability to prioritize multiple opportunities, customer requests, travel requirements, quotations, and internal commitments.
- 3.7 Must be proficient with common business technology and willing to consistently use DieQua's CRM/ERP and related sales tools to document customer activity, opportunities, forecasts, quotations, and next steps.
- 3.8 Must possess and maintain a valid and unrestricted driver's license and be able to travel by automobile and commercial airline.
- 3.9 Must be legally authorized to work in the United States without company sponsorship.
- 3.10 Physical requirements include the ability to walk through customer facilities and industrial environments; sit or ride for extended periods during travel; reach, grasp, bend, and perform normal office and field activities; and lift up to 50 pounds when required for product samples, displays, or related business materials.

4.0 WORKING CONDITIONS

- 4.1 This is primarily an office-based position at DieQua Corporation's office in Bloomingdale, Illinois. When not traveling for approved customer, supplier, trade show, training, or other business-related activities, the Sales Engineer is expected to work from the DieQua office unless otherwise approved by the Sales Manager.
(Remote or hybrid work arrangements may be considered on an exception basis, subject to management approval and the candidate's qualifications, experience, and business needs.)
- 4.2 Travel is required as needed to support customer relationships, business development, supplier coordination, trade shows, training, and other company activities. Travel may include automobile and air travel. Overnight travel of up to approximately 25% may be required depending on customer, territory, and business needs.
- 4.3 Typical workdays may vary based on customer schedules, travel, and business requirements. The position may occasionally require early mornings, late evenings, extended workdays, overnight travel, and weekend work for customer support, travel, or industry events.
- 4.4 Customer and industrial site visits may involve exposure to manufacturing environments, production equipment, noise, temperature variation, and required personal protective equipment. The employee must comply with all customers and DieQua safety requirements.

5.0 AUTHORITY

- 5.1 The Sales Manager shall provide the Sales Engineer with sufficient authority to effectively perform the responsibilities and duties assigned to the position within established DieQua policies and approval limits.
- 5.2 The Sales Engineer is authorized to solicit and develop business with existing customers, prospective customers, target accounts, OEMs, integrators, distributors, and other approved market participants on behalf of DieQua Corporation.
- 5.3 The Sales Engineer is authorized to communicate with DieQua suppliers and business partners to obtain product information, technical support, pricing, availability, lead times, and quotations necessary to support customer opportunities.
- 5.4 Pricing exceptions, special commercial terms, significant concessions, non-standard agreements, or other commitments outside established company policies require appropriate management approval before being offered or accepted.

6.0 RESPONSIBILITIES

- 6.1 Develop new business opportunities while maintaining, servicing, and growing existing customer accounts within the assigned territory, product portfolio, or market.
- 6.2 Build and manage a qualified sales pipeline sufficient to achieve established revenue, gross margin, and growth objectives.
- 6.3 Execute DieQua's sales and strategic business plans and provide management with timely market intelligence regarding customer needs, competitive activity, emerging applications, pricing conditions, and growth opportunities.
- 6.4 Understand customer applications and business drivers and position DieQua as a technical problem-solving partner through value-based, consultative selling.
- 6.5 Maintain accurate and timely customer, opportunity, quotation, activity, and forecast information in DieQua's designated CRM/ERP systems. Customer calls, visits, opportunities, quotations, follow-up actions, and next steps must be documented so sales activity and pipeline status remain current and visible to management.
- 6.6 Provide responsive and professional customer service throughout the sales cycle and coordinate the resolution of commercial or technical issues that may affect customer satisfaction.
- 6.7 Maintain current knowledge of assigned products, applications, competitors, target industries, and relevant market trends through training, supplier interaction, customer engagement, and independent learning.
- 6.8 Protect DieQua's reputation and commercial interests by conducting all business ethically, professionally, and in accordance with company policies and applicable laws.
- 6.9 Maintain a current weekly work plan and calendar reflecting office priorities, customer appointments, planned travel, key follow-ups, and active sales opportunities. Communicate significant changes, priorities, and support needs to the Sales Manager.

7.0 DUTIES

- 7.1 Develop and execute territory and account plans that identify target customers, growth accounts, key applications, decision makers, competitive position, and specific actions required to achieve sales goals.
- 7.2 Generate new opportunities through prospecting, referrals, marketing leads, industry networking, trade shows, supplier collaboration, outbound contact, and regular face-to-face customer engagement.
- 7.3 Conduct customer discovery to understand technical requirements, operating conditions, commercial expectations, project timing, decision criteria, and competitive alternatives.
- 7.4 Recommend and promote appropriate DieQua products and solutions based on customer requirements. Coordinate with internal technical resources and suppliers when additional application review or engineering support is required.
- 7.5 Prepare, present, and follow up on quotations, proposals, product recommendations, technical presentations, demonstrations, and other sales materials.
- 7.6 Negotiate pricing and commercial terms within established authority and obtain required approvals for special pricing, discounts, payment arrangements, or other non-standard conditions.
- 7.7 Advance opportunities through the sales process with clear next steps, follow-up dates, and customer commitments. Maintain an accurate forecast and communicate material changes in opportunity status to the Sales Manager.
- 7.8 Coordinate with Inside Sales, Product Support, Engineering, Operations, and other internal teams to ensure quotations and orders contain complete and accurate part numbers, quantities, technical specifications, delivery requirements, commercial terms, and customer documentation.

- 7.9** Review purchase orders and customer requirements for alignment with DieQua quotations and promptly identify discrepancies or special conditions requiring review.
- 7.10** Follow up after the sale to confirm customer satisfaction, identify additional opportunities, and support resolution of product, delivery, or service concerns.
- 7.11** Develop and maintain strong relationships across customer organizations, including engineering, maintenance, operations, purchasing, management, and other relevant stakeholders.
- 7.12** Participate in customer visits, supplier meetings, sales meetings, trade shows, training events, and industry activities as directed or as required to develop the assigned market.
- 7.13** Provide technical and market feedback to DieQua management, Product Support, and other employees as appropriate, including competitive information and recurring customer requirements.
- 7.14** Communicate DieQua policies, Terms and Conditions, credit requirements, and other commercial requirements accurately. Coordinate with Accounting or management when customer credit or payment arrangements require review.
- 7.15** Maintain and submit required activity, pipeline, forecast, expense, travel, and weekly planning reports accurately and on time. Keep the Sales Manager informed of planned customer visits, travel, major follow-up actions, and material changes in sales priorities.
- 7.16** Maintain sales literature, samples, demonstrations, and company-provided equipment in a professional and organized manner.
- 7.17** Perform other reasonable duties and assignments related to the position as directed by the Sales Manager.

8.0 STANDARDS OF PERFORMANCE

- 8.1** Meets or exceeds established sales, gross margin, pipeline development, and account-growth objectives for the assigned territory, products, or accounts.
- 8.2** Maintains a healthy, well-documented pipeline and provides accurate, timely forecasts, activity reporting, and clear visibility into planned customer activity, travel, and follow-up priorities.
- 8.3** Demonstrates consistent prospecting and business-development activity that produces qualified opportunities and new customer growth.
- 8.4** Provides accurate and timely technical recommendations, quotations, proposals, and internal sales information.
- 8.5** Builds strong customer relationships and responds promptly and professionally to customer questions, concerns, and complaints.
- 8.6** Consistently demonstrates professional conduct and represents DieQua Corporation in a positive manner, including appropriate business attire, communication, behavior, ethical judgment, and interactions with customers, coworkers, suppliers, and business partners.
- 8.7** Works cooperatively across departments, communicates proactively, and supports the successful execution of customer orders and company objectives.
- 8.8** Maintains the product, application, industry, and competitive knowledge necessary to effectively perform the Sales Engineer role.
- 8.9** Meets the performance expectations established through DieQua's employee performance review process and complies with all company policies and procedures.

JOB DESCRIPTION APPROVAL

Approved By: Sales Manager

Date

Employee Acknowledgment

I have reviewed and understand this Job Description and the essential duties and requirements of the position. I understand that DieQua Corporation may revise this Job Description as business needs change.

Sales Engineer

Date