



Job Title: Sales Engineer

Reports To: Director of Sales & Marketing

FLSA Status: Exempt

Summary:

The Sales Engineer is responsible for the technical sales of HVAC system related solutions to consulting engineers, mechanical contractors, architects, and building owners. The Sales Engineer will act as a consultant to these customers and will assist with the design, application and development of heating and ventilation systems for their projects. The Sales Engineer should cultivate long-term customer relationships and maximize account penetration and customer retention through consultation by developing solutions for the customer's projects, including economic and performance-based considerations.

Responsibilities:

- Establish and maintain long-term customer relationships/partnerships with assigned accounts.
- Promote Gorham/Schaffler's value proposition to construction community by providing economic and technical solutions.
- Apply creativity, innovation and resourcefulness in a value-added sales approach rooted in solid business ethics.
- Work with specifying engineers, building owners and design-build contractors to specify the products represented
- Create new business through organized prospecting and increase Gorham/Schaffler's share of business from assigned accounts.
- Conduct sales, design, and application presentations to key decision makers
- Actively listen, probe and identify concerns of key stakeholders within decision-making process.
- Address operational & environmental objectives, needs and requirements of company's customer base.
- Recommend solutions and link value of owner experience to customer objectives.
- Demonstrate technical and business expertise and maintain a high level of credibility.
- Provide and/or coordinate technical and product training to customers.
- Create competitive, high quality and timely estimates, proposals, and cost/benefit analysis.
- Effectively write and present technical sales proposals.
- Manage high sales activity throughout sales process and maintain robust pipeline.
- Participate in final project inspection. Ensures that the customer is trained and oriented to system operation and the value of services delivered.
- Ensure customer satisfaction by investigating concerns, implementing corrective action and communicating with customers and staff as needed.

- Continually enhance sales skills and product knowledge in order to promote a professional image.
- Develop and maintain a network of engineering and construction industry contacts.
- Participate in local and regional trade organizations and trade shows.
- Other duties as assigned/needed.

Qualifications

- Minimum 2 years of HVAC, Refrigeration, Building Automation Experience, or proven technical sales
- Undergraduate degree in Mechanical Engineering or a similar technical discipline preferred, but not required
- Solid understanding of HVAC principles preferred, but not required
- Strong presentation skills
- Strong aptitude for mechanical systems.
- Exceptional initiative and interpersonal communications skills
- Demonstrated ability to influence the market at key levels
- Proficient with a PC and Microsoft Office applications

Working Conditions and Physical Requirements:

- Normal office environment
- Moderate lifting may be required to move equipment, files and supplies
- Limited Travel
- Flexibility to work overtime/weekends, as required
- Occasional work in outside weather conditions

Gorham/Schaffler Inc. is a diverse and inclusive environment. We are an equal opportunity employer, All qualified applicants will receive consideration for employment without regard to sex, race, color, religion, national origin, age, marital status, political affiliation or sexual orientation, disability or United States qualified protected veterans.



VRF Champion Job Description

Summary:

The VRF Product Champion is responsible for the technical sales of VRF & Ductless HVAC systems to consulting engineers, mechanical contractors, architects, and building owners. The VRF Product Champion will act as a consultant to these customers and will assist with the design, application and development of heating and ventilation systems for their projects. This specialist will serve as the “bridge” between the manufacturer and Gorham/Schaffler and serve as the VRF subject matter expert for the company’s sales engineers. The Product Champion should cultivate long-term customer relationships and maximize account penetration and customer retention through consultation by developing VRF or Ductless HVAC solutions for the customer’s projects, including economic and performance-based considerations.

Responsibilities:

- Promote Gorham/Schaffler’s value proposition to the construction community by providing economic and technical solutions.
- Work with specifying engineers, building owners and design-build contractors to specify VRF & Ductless HVAC products.
- Work with installing contractors to ensure that VRF systems are installed, commissioned and maintained correctly by making regular job site visits and attending job site meetings as required.
- Create new business through organized prospecting and increase the manufacturer’s share of business.
- Complete and maintain competitive analysis and lead overall sales strategy of VRF products.
- Be proficient using the VRF equipment selection software and have the ability to layout and price projects. Also, the ability to teach sales staff to use the program.
- Apply creativity, innovation and resourcefulness in a value-added sales approach rooted in solid business ethics.
- Coach sales personnel in VRF product sales, application, and customer support.
- Keep sales staff focused on manufacturer’s products and assist them in the ability to recognize applications suited for the technology.
- Conduct comprehensive energy studies to uncover and create new energy conservation projects involving VRF systems.
- Create competitive, high quality and timely estimates, proposals, and cost/benefit analysis.
- Effectively write and present technical sales proposals.
- Manage high sales activity throughout sales process and maintain robust pipeline.
- Recommend the manufacturer’s solutions and link value of owner experience to customer objectives.
- Participate in final project inspection. Ensures that the customer is trained and oriented to system operation and the value of services delivered.
- Ensure customer satisfaction by investigating concerns, implementing corrective action and communicating with customers and staff as needed.

- Demonstrate technical and business expertise and maintain a high level of credibility.
- Provide and/or coordinate technical and product training to customers.
- Share best practices in-market with manufacturer and provide feedback regarding product, promotion, and training optimization.
- Continually enhance sales skills & product knowledge in order to uphold a professional image.
- Remain current and knowledgeable regarding all state, federal and utility rebate & incentive programs involving VRF technology and distribute information companywide.
- Develop a relationship with local utility companies to make sure manufacturer's HVAC products are included in all programs offered
- Develop and maintain a network of engineering and construction industry contacts.
- Enter and maintain an opportunity log; providing project updates
- Ensure sales personnel are promoting and educating their assigned accounts to the advantages of the manufacturer's value proposition and VRF technology.
- Help build a history of projects to identify trends in the local market.
- Participate in local and regional trade organizations and trade shows.
- Other duties as assigned/needed.

Qualifications:

- Minimum 2 years of HVAC, Refrigeration, Building Automation Experience, or proven technical sales
- Undergraduate degree in Mechanical Engineering or a similar technical discipline preferred, but not required
- Solid understanding of HVAC principles (specifically VRF preferred)
- Experience conducting comprehensive energy studies (preferred but not required)
- Strong presentation skills
- Strong aptitude for mechanical systems.
- Exceptional initiative and interpersonal communications skills
- Demonstrated ability to influence the market at key levels
- Proficient with a PC and Microsoft Office applications

Working Conditions and Physical Requirements:

- Normal office environment
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