Job Title: Sales Engineer

Reports to: Sales & Marketing Manager

Basic Function: Product management of selected product lines worldwide.

Major Activities:

1. Direct selling and management of distributors
2. Customer visits/relationship development
3. Application engineering
4. Forecasting
5. Strategic planning
6. Marketing, promotion, trade shows
7. New product introduction

Nature and Scope:

1. Specialized or Technical Knowledge and Skills
   1. Materials science degree with emphasis on metallurgy is preferred to cover metals processing markets
   2. Product manufacturing knowledge is a plus.
   3. Selling skills—interest in selling is essential. Additional training will be provided.
2. Challenges
   1. Understanding each customer’s unique problems and requirements.
   2. Determining if zirconia or which zirconia composition is the best material for new applications.
   3. Understanding reasons for product failure and providing appropriate countermeasures.
3. Report Preparation
   1. Customer Visit Reports
   2. Sales Forecast
   3. Strategic Updates
   4. Expense Reports
   5. Project Status Reports
4. Typical Sources of Support in Meeting Problems and Challenges
   1. All Zircoa personnel with heavy reliance on Manufacturing and Engineering.
   2. Outside sources as required.