

Sales Engineer

About ZeroLag

ZeroLag provides enterprise class managed hosting solutions to businesses both large and small. At ZeroLag, we believe that a great hosting provider is made up of more than state-of-the-art hardware and software; it must also contain people with the ability to solve problems and engineer custom solutions to fit the unique needs of its clients. This philosophy is firmly established in our company culture and drives how we operate our business, develop our services, and support our clients.

Job Summary

The Sales Solution Engineer's primary function is to provide technical expertise in collaboration with Account Executives during sales opportunities in order to ascertain the prospect's requirements and develop a proposed solution that effectively satisfies the prospect's technical, business, and budget requirements. The Sales Engineer reports to the EVP of Sales & Marketing. We are seeking a Sales Engineer to work in our Sherman Oaks, CA office.

Work Activities

I. Sales Engineering Support

- Serve as the first line of technical support for the Sales team
- Serve as the liaison between the Sales and Engineering department
- Provide sales engineering support and consultation to Account Executives during pre sale engagements
- Provide sales engineering support and consultation to Account Managers for existing client upgrades or service adjustments

- Participate in prospect sales meetings to assist Account Executives in evaluating and qualifying prospect needs and budgets
- Drive and manage the technology evaluation stage of the sales process in order to accurately discover the prospect's requirements
- Responsible for documenting prospect's technical requirements.
- Share customer requirements with the Engineering Department and collaborate with engineers to create an appropriate and competitive solution
- Responsible for pricing custom solutions
- Prepare the technical portion of proposals including diagrams and narrative
- Consult the Account Executive in setting accurate expectations regarding solution viability, pricing, and delivery timelines
- Prepare and deliver product demonstrations when requested by Account Executives and/or supervisor
- Support the Sales Lead in presenting the solution to the prospect
- Join and participate in prospect tours of the data center as requested by the Sales Lead
- Responsible for responding to functional and technical elements of RFIs/RFPs
- Travel to and demonstrate products at events such as conferences, seminars, etc.
- Communicate solution issues with Sales Rep and customer
- Participate in weekly sales meetings
- Create and maintain a service offering matrix comparing our offerings against our top competitor's offerings
- Observe sales related operations in order to identify, document, and share improved processes and procedures with management
- Implement improved processes and procedures when called upon by management

II. Product Development and Marketing Activities

- Able to convey customer requirements to Project Management teams

- Write technical papers on existing products for reference by Sales and Marketing
- Assist the Marketing team with development of technical copy for print marketing materials and the website.
- Work closely with Product Management & Engineering for pricing and product changes/enhancements
- Work closely with Product Management & Engineering to develop new products and services
- Compile and document data gathered during competitive engagements and share with the Product Management and Engineering teams during new product development meetings
- Participate in defining product strategy, competitive positioning, and service packaging
- Participate in strategy and positioning meetings
- Help develop a vision for the core positioning and messaging for the product
- Develop business cases to gauge the competitiveness of our product line and provide suggestions on improvements when necessary

III. Project Deployment Activities

- Participate in the oversight of complex client install projects to ensure the promised services are deployed
- Keep apprised of and share the status of complex client installs to the Account Executive and/or Account Manager.
- Document and share pre and post client install issues with the appropriate departments as they occur

IV. Technical Training

- Create and continually evolve a robust training program, including supporting written and video documentation, focused on technical product and service knowledge related to our offerings for existing and new Sales team members

- Conduct at least four technical training seminars per year focusing on ongoing technical product and service knowledge as well as new and emerging technologies that will affect our industry

Additional responsibilities may be added to your position

Job Context

- ZeroLag's environment is fast paced – a work hard and have fun mentality. We do not isolate employees in high-walled cubicles; everyone will have their own desk, and we will all be together in an open-office set-up conducive to open communication, sharing ideas and new approaches, and developing our culture.
- Hours are Monday – Friday 9am-6pm – although a 'whatever it takes to get the job done' mentality is highly advised.
- Full-Time

Work Expectations and Standards of Performance

There will be quarterly performance reviews. As a ZeroLag Sales Solution Engineer you are expected to pursue and uphold the highest standard of performance by adhering to the following mandates:

1. Make your best effort to provide our clients with absolute respect, courtesy, and responsiveness
2. Look professional during business hours and at industry events
3. Act professionally in the office, online, and at industry events
4. Be organized
5. Be on time
6. Project an upbeat and optimistic attitude in the office
7. Achieve and maintain a deep, detailed level of knowledge of our product/service offerings

8. Achieve and maintain a deep and detailed level of knowledge of our areas of expertise
9. Prepare for sales calls, meetings, and presentations
10. Fanatically observe the ZeroLag Selling System
11. Respect and honor the ZeroLag brand
12. Treat your co-workers fairly and courteously
13. Relentlessly pursue continual improvement of your craft as a sales professional
14. Show self control – especially under pressure
15. Be willing to go the extra distance for ZeroLag
16. Maintain an ongoing level of concentration and focus on your personal goals
17. Maintain an ongoing level of concentration and focus on ZeroLag goals
18. Place ZeroLag ahead of your personal goals when there is a conflict of interest

Job Competencies

- Minimum experience 5 years in an Internet technology field
- Minimum of 2 years experience in technical sales engineer role required.
- Minimum 5 years combined experience in product management, sales, and/or sales engineer experience is required
- Experience with Operating Systems (Windows and Linux)
- Strong knowledge of server hardware components
- Strong knowledge of networking concepts
- Strong knowledge of cloud computing, virtualization, storage, and networking.
- Strong written and oral communication skills
- Strong attention to detail and commitment to quality
- Strong business acumen

- Familiar with OnApp, multi-tenancy environments, VM Ware and Xen Hypervisor.
- Strong knowledge in managed hosting infrastructure including enterprise networking, servers, firewalls, load balancers, IP connectivity and SAN storage
- General knowledge of open source software applications and technologies
- Self-motivated
- Goal-oriented
- Excellent listening skills
- Ability to work well with team members
- Management/Leadership skills a plus
- Excellent written and verbal communication skills
- Proven ability to influence cross-functional teams without formal authority
- Highly organized
- Bachelor's Degree in Engineering, Computer Science, or related technical field preferred.

Dress Code & Presentation

Mode 1: Business Formal: Fortune 1000 & Financial Services

- Suit
- Polished Dress Shoes

Mode 2: Professional: All Other First Time Meetings (Except Creative Prospects)

- Button Down Solid or Pinstripe Shirt
- Slacks
- Polished Dress Shoes

Mode 3: Office Casual – In the office, no first meetings scheduled

- Collared Shirt
- Nice Jeans
- Casual Dress Shoes

Mode 4: Anything Goes – Creative Prospect Meeting, Holidays, Weekends

Meeting Materials

- Professional Computer/iPad Case, Briefcase, Attaché
- Clean notebook computer. No stickers or markings unless ZeroLag Logo
- Professional Pen, i.e., no cheap Bics / Papermates
- Pristine Business Cards

Scheduling

Sales Floor Hours – Each Sales Engineer will be assigned set days and hours to support Account Executives during Sales Floor Hours.

- Notify your supervisor of off site meetings at least 24 hours in advance
- Notify your supervisor of personal time off at least 5 business days in advance

I have read and understand my job description, responsibilities, and expectations.

Sales Engineer

Print Name

Signature

Date