1. Provided bookings forecast inputs for all product opportunities within assigned accounts.
2. Submitted monthly reports, including booking forecasts, monthly highlights and CRM entries.
3. Gained customer acceptance by demonstrating cost reductions and operations improvements.
4. Attended trade shows and seminars to promote products and learn about industry developments.
5. Developed and implemented pursuit plans for all opportunities with assigned key accounts.
6. Provided technical troubleshooting and problem solving for clients with installed equipment/system issues.
7. Reviewed all customer inquiries to understand project scope while managing internal disciplines to compliantly respond.
8. Contributes to sales engineering effectiveness by identifying short-term and long-range issues and recommending courses of action.
9. Analyzed marketing data, including market trends, competitor performance and product strengths.
10. Recommended changes, improvements or deletions in products according to customer feedback.
11. Managed technical integration, systems engineering program management, customer support and program management.
12. Supported market research activities, including metrics and requirements development and risk management.
13. Identified sales opportunities by assessing environment and devising and implementing winning strategy.
14. Recommended and developed CMC teams to support individual pursuits.
15. Prepared cost estimates by studying customer documents and consulting with project managers.
16. Used effective data analysis and sales strategies to increase profitability and develop system or organization for projects.
17. Suggested ideas for product evolution and new product variants.
18. Delivered technical sales presentations to prospects and presented benefits and value of products.
19. Identified and supported resale opportunities to achieve sales plans.
20. Developed and delivered product demonstrations and presentations.