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