



Position: Metrology Product Sales

Reports To: Metrology Coordinator

Job Summary:

The Metrology Sales Engineer will plan, manage, and oversee the following:

- Collaboration with machine tool inside sales and machine tool project management
- Collaboration with Applications Engineers to insure responsive, accurate results with regards to Demos, Quotes, Turn-keys, Training etc.
- Assist in marketing for various in-house events, publications, trade shows and off-site events.
- Preparation of weekly sales plan and weekly summary for review at weekly meetings.
- Maintenance of accurate pipeline forecast to track monthly and quarterly sales goals so the project manager can communicate accurately with OEM's and machine tool dealers.
- Prospecting efforts to identify new customers
- Insure that all customer CRM data including names, phone numbers, emails, addresses, status, etc. are maintained accurately.
- Utilize CRM to input all sales pipeline
- Communicate with project manager information that will provide accurate sold vs forecasted data for analysis.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Work with Metrology Coordinator to maintain current knowledge and expertise of products, new product opportunities, competitor capabilities and practices, market conditions, and market channels to develop short-term and long-term marketing and sales strategies for the company.
- Establish and maintain contact with customers for effective product sales and customer relations.
- Work to establish and maintain acceptable customer service standards with respect to negotiation lead times, product delivery lead times, installation, training and warranty claims.
- The sales engineer shall devote his/her entire time and best efforts to promote the sales and marketing of the products of OptiPro Systems to all customers in the territory.
- The Sales Representative agrees not to engage in any other business or to sell, or cause to be sold, such products in any territory except that mentioned above, without the prior, express, and written consent of OptiPro Systems.

Required Skills:

- Exceptional relationship management skills and the ability to build and grow connections with people of all types and backgrounds.
- Exceptional verbal and written communication skills.
- Able to successfully work as a team member.
- Independent critical thinking and creative problem solving skills.
- Comfortable and confident using technology as an integral part of the sales process.
- Highly organized and detail oriented, with the ability to keep multiple projects and client engagements active at once.
- Comfort with ambiguity and ability to navigate uncertainty.
- Interest in working as part of a small and growing company, with awareness about the opportunities and challenges that come with a highly adaptive environment.
- A technical background in metrology and inspection is preferred.
- Experience in Sales or Sales Support along with understanding of capital equipment, manufacturing and engineering processes.
- Intermediate in Microsoft Office.
- Ability to read and understand engineering drawings is required.
- Excellent written and verbal communication skills and be comfortable presenting technical information to small or large audiences.
- Solid knowledge of latest computer technologies, including hardware and software.
- Ability to work in a high-pressure sales environment.
- Clear understanding of sales terms and conditions.
- Ability to reason and negotiate complex problems while maximizing customer satisfaction.
- Willingness and ability to travel domestically.
- Must have driving record in good standing, a valid U.S. driver license, and be able to drive a company provided car/van.
- Travel requirement is 60-75% in Upstate NY

Education/Experience:

- 3-5 years of experience in the manufacturing industry preferred.
- Solid product and application knowledge in Metrology Equipment or CNC machines.
- Requires solid negotiation skills and knowledge of marketing techniques, with experience in sales required.

Work Conditions:

The position has good working conditions predominately in an office environment but also may require time in shop for customer demos. Ability to travel to meetings, demonstrations and installations with clients as necessary. Position also requires frequent interaction with individuals from other departments.

Compensation:

Base Salary Based on Experience with Commission

MEASURES OF PERFORMANCE (KPI'S):

- Actual Metrology Product sales revenue and profitability performance versus forecast.
- Number of Qualified Opportunities Created - Total number of new, qualified opportunities created as well as the dollar value of each one.
- Conversion Rate - number of new customers divided by the number of qualified leads
- Accurate use and implementation of the tracking / CRM tools used by OptiPro

Additional Requirements:

Additional duties required by management