

Job Title: Sales Application Engineer	Location: Italy
Department: Commercial Department	Contract: Permanent, full-time
Reports To: VP Sales and Marketing Controls and Automation Group	Direct Reports: N/A

1.0 Introduction & description

Working alongside area sales and technical support teams the Sales Application Engineer focusses on developing high-end complex applications with new and existing customers. This role supports in penetrating new markets and in turn will increase our sales revenue in power generation and control system applications.

In this role the duties will include developing applications for our products, tracking industry trends and legislation, training both our customers and sales teams on the technical specifications of applications to allow the inclusion and utilisation of our high-end load sharing products, services and solutions.

2.0 Key Responsibilities & Main Duties

- Demonstrates extensive experience in application engineering
- In-depth knowledge of a sales environment ensuring that their application expertise translates to product innovation and increased sales
- Developing strong relationships with our customer base and the complex load share market by providing a consultative and solution based sales strategy
- Advising customers on single line diagrams and contributing technically in finding a solution for the use of DSE products
- Operate as the main technical sales contact for the product range and hold workshops and seminars to promote our features and benefits
- Be the voice of the customer within our product management and engineering teams to guide our product developments to be market leading industry specific controls

3.0 Key Performance Indicators

- Increase sales revenue in our complex load sharing products
- Maintain and improve the profitability of these products
- New customer acquisition
- Becoming adept in programming and supporting G series products
- Gaining market share



4.0 Essential/Desirable factors

Knowledge	
<ul style="list-style-type: none"> • Adept in understanding and advising complex load sharing systems – ability to read and understand SLD's and associated switchgear logic • Technical based customer support • Proficiency in MS Office and CRM software (e.g. Salesforce) • Communication and negotiation skills • Negotiation and persuasion • Comfortable in solution selling of technical products • Software application programming • Solution selling of technical control system products 	
Skills & Attributes	
<ul style="list-style-type: none"> • Communication and negotiation skills • Excellent presentation skills • Ability to travel extensively • Ability to build rapport • Time management and planning skill • Excellent communication skills • Well-developed business skills • Outstanding negotiation skills • Excellent listening, negotiation and presentation skills 	
Experience	
<ul style="list-style-type: none"> • Proven working experience in a sales application role promoting and supporting a technical power generation product • Experience in a technical based customer support • Advising complex load sharing systems – ability to read and understand SLD's and associated switchgear logic <p>Useful experience/skills and knowledge:</p> <ul style="list-style-type: none"> • Second language skills • Project management • Ability to review contracts, NDA's and supply agreements • Understanding ROI • Experience in writing requirement specifications and new product development 	
Qualifications	
<ul style="list-style-type: none"> • Market knowledge in relevant field • Minimum 2 years' experience in a sales role • Essential Bachelor's degree or equivalent experience • Desirable Degree level qualification 	
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