

# Sales Engineer

Reports to Marketing Director  
Department: Sales & Marketing  
Exemption Status: Exempt

## Make A Difference Every Day

There are jobs—and then there are careers. The chance to do something meaningful. To challenge yourself. To change an industry. All while surrounded by smart, motivated people on the forefront of the next industrial revolution.

B9Creations is passionate about improving our customers' lives with technology. The 3D printing/additive manufacturing solutions we provide help our customers better serve their customers, creating opportunities for growth around the world.

From giving companies a competitive edge in a global market to preserving jobs by keeping production local, our team is making a difference every day.

## Position Overview

We are looking for a sales engineer with proven experience and a passion for matching customers with technology solutions. Measures of success include new customer acquisition rates, upselling, cross-selling, customer/dealer satisfaction and contribution to the overall sales & marketing team and business success.

### **Knowledge Competencies:**

- Must be knowledgeable in traditional manufacturing methods (subtractive, formative, etc.).
- Possess some knowledge about the growing additive manufacturing / 3D printing industry and/or a deep desire and capability to learn.
- Maintain broad market and competitor knowledge to ensure credibility with prospects, internal and external stakeholders.

### **Customer Competencies:**

- Establish a professional, working, and consultative relationship with potential customers by asking great questions and developing a core understanding of the customer's unique business needs within their industry. Then match them with B9Creations' technology solutions when the fit exists.
- Provide examples and demonstrate how our solutions meet and exceed customer expectations.
- Represent B9Creations positively and professionally via phone, email, online, and at trade shows as customer-focused, well-spoken, and ready to close the deal.
- Able to prepare and present technical information to existing and prospective customers.
- Must be able to learn the value of the B9Creations product line from the customer's perspective and in the customer's terms in multiple industries – define the value as the customer sees it.
- Educate yourself, current customers and prospects on the applications of 3D printing/additive manufacturing in current and targeted industries.

### **Sales & Marketing Resource Competencies:**

- Help develop short- and long-term sales pipeline to support growth plans.
- Assist marketing team with research of industries and potential and current customers to understand their products, processes, and possibilities – and how B9Creations technology solutions meets their needs.
- Assist the marketing team in producing impactful and meaningful content (digital, print, web, video, etc.) to prospective and customers, dealers, and partners in multiple industries.

- Help marketing and product management interpret customer data to help determine what products should be developed next.
- Identify opportunities for product development to modify existing products to better suit customer needs.
- Must be able to ask qualifying questions and help identify sales opportunities in multiple industries – both direct and dealer lines of business.
- Assist sales and marketing by interpreting technical customer and dealer requirements.

## Additional Capabilities

- Maintains stable performance under pressure or opposition (such as time pressure or job ambiguity); handling stress in a manner that is acceptable to others and to the organization.
- Actively appreciates and includes the diverse capabilities, insights, and ideas of others and works effectively and respectfully with individuals of diverse backgrounds, styles, abilities, and motivations.
- Sets high standards of performance for self; assuming responsibility and accountability for successfully completing assignments or tasks; self-imposes standards of excellence rather than having standards imposed.
- Exhibits strong desire to see B9Creations, its employees, and its customers succeed.
- Apply a sense of urgency, commitment, and focus on the right priorities in developing solutions in a timely fashion.
- Effective communicator to both internal and external customers.

## Education & Experience Requirements

- Degree in a technical discipline and/or equivalent customer-facing experience
- Some amount of formal sales training
- A minimum of two years in a sales engineering or technical sales support role with a proven track record selling complex enterprise solutions
- Additive manufacturing experience preferred

## Working Conditions and Ergonomic Requirements

Working conditions are normal for an office environment and work may require occasional weekend, evenings, and/or travel.

## Application Process

Apply at [b9c.com/careers](https://b9c.com/careers) or submit resume and cover letter to [careers@b9c.com](mailto:careers@b9c.com).