



Job Description: Sales Engineer

January 2021

Sarsen Technology is an industry-leading distributor of embedded hardware and software technology solutions. We specialise in single board computing, FPGA, GPU, data acquisition and high-speed data recording COTS hardware & software technology. Our clients are Europe's leaders in the cyber security, high-performance instrumentation, telecommunications, defence, financial trading and aerospace markets. We represent eight US and four European-based manufacturers and provide a sales & marketing service for these OEMs in the UK and Europe. Our aim is to be an extension of the manufacturer's sales team and provide full local technical, market and commercial support. We are a small team and every individual is key to our continued success.

Our Mission Statement:

To supply and support innovative and production-ready embedded boards, systems and software for demanding applications. To provide industry-leading pre-sales and post-sales support, and be the first-choice embedded systems supplier.

Sarsen Technology was established in January 2000, is based in Marlborough, Wiltshire. More details can be found at www.sarsen.net.

The Role:

The Sales Engineer role is key to the next stage of the development of Sarsen Technology. We are looking for an individual who has the ambition and skills to develop into a leading Business Development Manager working with the best in niche embedded computing technologies. The successful candidate will need to demonstrate the ability to adapt to fast technical and commercial changes in the markets in which we excel.

The new role is due to business growth across all markets in we operate in, and to support our growth we need to add exceptional people to our team. The ideal candidate is a graduate in Electronic Engineering, Physics or Computer Science who is comfortable in a commercial sales environment. This will probably be your second or third job following graduation, and you will have already been using your engineering skills as an applications engineer, or in a sales or sales support role.

We provide our customers with a consultative pre-sales service by giving technical advice on potential solutions to a wide range of complex embedded systems applications. We are looking for an adaptable and socially confident Engineer who can demonstrate a positive attitude to clients, suppliers, and the team. Experience of selling FPGA and/or GPU architecture solutions would be a significant advantage. Your personal qualities and a willingness to learn are more important than very specific technology experience as full personal, technical and commercial development will be provided.

Sarsen Technology is looking to invest in the ideal candidate by providing both commercial, leadership and technical training:

- In-house one-to-one coaching
- External sales training courses run by Mercuri International
- Technical training by the manufacturers we represent which will involve travel to the USA and Europe
- Specialist individual training & coaching as required

Working with the Sarsen Technology team your tasks will include:

- Manage the sales activity for a number of assigned key accounts
- Establishing new, and maintaining existing long-term relationships with customers
- Account development
- Solutions-based consultative sales skills
- Negotiating and closing sales by agreeing terms and conditions
- Offering after-sales support services
- Recording and maintaining client contact data on the company Salesforce CRM system
- Provide monthly sales forecasts
- Meeting/exceeding annual sales targets
- Co-ordinating sales project activity
- Supporting marketing by attending trade shows, conferences, and other marketing events
- Making technical presentations and demonstrating how a product will meet client needs
- Providing pre-sales technical assistance and product education
- Liaising with members of the team, manufacturers, and other technical experts
- Helping to define custom software solutions

The ideal skills and experience we are looking for include:

- Effective written and verbal communications skills
- Degree in Electronic Engineering, Physics, Computer Science or related field
- Proven strength in building long-term and effective relationships with clients quickly
- FPGA and/or GPU architecture experience a significant advantage
- Ability to work effectively as part of a team
- Experience in some or all of the following technologies – VME, VPX, PICMG, Embedded Computing, Servers, RTOS, GPU's
- Knowledge of defence standards: MIL-STD-810, MIL-STD-461, DEF-STAN-0049 or equivalent
- Strong analytical and problem-solving skills
- Ability to pass an SC clearance background check
- Full driving licence

Hours and Environment

The office hours are 8.30am to 5pm, but with a degree of flexibility. Longer working hours may be required when visiting clients for efficient cost of sales. As well as client meetings, you will also be required to travel to trade shows and conferences. There will also be occasional travel to overseas meetings with the manufacturers we represent. All candidates must have the ability to work effectively from home or our offices in Marlborough as required.

Remuneration & Sales Tools

- Competitive basic salary plus generous commission structure
- 23 days paid holiday allowance
- Car allowance
- Mobile phone & laptop
- Internal & external sales training & coaching

Contact Details:

Angela Boyce
Sarsen Technology Limited
Tel: 01672 511166
Email: angela.boyce@sarsen.net