

Technical Sales - East Coast, USA



**CONTACT
PERSON**

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Digatron is a German-owned engineering and manufacturing firm with an international group of companies working in the field of power electronics and mechanical automation. The main focus of business is in developing, manufacturing and marketing of computer-controlled laboratory and formation equipment for cells, batteries and other kinds of electric energy storage devices. In this market segment the company holds a leading position. The new Italian division developed specific product portfolio for cell assembly and formation, while the Indian one developed DC fast Charger for EV.

With engineering, manufacturing and service facilities in Germany, the United States, China, India and Italy, the group of companies operates globally. The group employs about 300 people. The group of companies is highly successful and financially and economically sound with continual operations for 50 years. Ongoing investments into innovative products and services are the base for the future success of the firm.



PRODUCTS

Main products to be addressed by the Technical Sales are: computer-controlled laboratory test and production formation/activation equipment for all kinds of batteries, ranging from cells for mobile phones, automotive batteries and those for electric and hybrid transportation or grid energy storage; machinery to assemble pouch, cylindrical and prismatic lithium cell; chambers for cell formation and automated solution for cell formation and ageing; machinery for battery pack assembly. Markets include all sorts of electrical storage devices like lithium cell, fuel cells and supercapacitors, focusing on the lithium chemistry and future designs.

MARKETS & CUSTOMERS

- Important customers are cell and battery manufacturers, car/bus/motorcycle producers as well as research laboratories and institutes working on new technologies for future energy storage solutions, e.g. in the field of electro-mobility. Territory for the USA facility is North and South America.
- The group of companies also supplies turnkey projects like test laboratories along with the necessary equipment, e.g. environmental chambers.

POSITION

- After an intensive introduction period the job holder for Technical Sales applies their experience of sales skills and strategies to achieve and increase the company's sales targets. The candidate is expected to identify, negotiate and close sales opportunities and analyse possible new markets. The Technical Sales candidate will work from home, or from future offices located in the west coast, whichever makes the most sense.
- The title is negotiable based on educational background and experience.
- The position holder reports hierarchically to Shelton's MD and functionally to the Global Head of Sales & Marketing.

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MAIN TASKS

Main responsibilities of the Technical Sales position are:

- Achieve sales goals and targets such as market penetration and new product introductions
- Maintain existing customer accounts and develop new ones, mainly in North America but also where needed
- Identify, negotiate and close sales opportunities and determine appropriate strategies to effectively increase sales
- Analyse competitor products and pricing strategies
- Provide information to management regarding market trends and customer needs as well as competitors and emerging new technologies
- Work with all company departments to reach goals



REQUIREMENTS

- Engineering degree in a technical field, preferably in electrical/electro-mechanical engineering or equivalent.
- Alternately, be a sales person with several years sales experience in the field of system sales and familiar with sales work in the industry field of power electronics, ideally to the battery industry, test labs, electro-mobility, hybrid industry, etc.
- Theoretical and practical sales knowledge to cope with purchasers from the automotive industry would be an advantage
- Prepared to travel minimum half the working time to locations mainly in North America and also where needed

CHARACTERISTICS

Characteristics of the successful candidate are:

- A team player, responsible and ambitious, open-minded, adaptive and communicative with the ability to work independently without supervision.
- Someone with a certain hands-on and “can-do” mentality and the tendency to practical approaches.
- Able to initiate action and solve problems. Also, is able to share sales approaches within the sales team.
- A person who likes to work with people from other cultural backgrounds.
- Somebody familiar with communicating and dealing at all levels at customer’s organisations.
- Able to negotiate sales offers through to successful completion, single-handedly.
- Able to prepare efficient and effective own sales activities including trip planning, single-handedly.