

## *John Smith*

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*Objective:* Interested in the position of Sales Engineer with a growing company

*Key Skills:*

- ♦ Great negotiating skills & sales skills
- ♦ Great customer service & communication skills.
- ♦ Ability to gain customer confidence in the shortest span of time and build customer relations.
- ♦ Ability to assess every different customers' needs.
- ♦ Able to effectively meet sales goals.

*Experience:*

<i>Your Employer</i>	<i>Employer City</i>
Sales Engineer	3/3/2009 to Present
♦ Planned and modified product configurations to meet customer needs.	
♦ Maintained sales forecasting reports.	
♦ Documented account activities, generated reports, and kept records of business transactions with customers and suppliers.	
♦ Diagnosed problems with installed equipment.	
♦ Attended trade shows and seminars to promote products and to learn about industry developments.	
♦ Visited prospective buyers at commercial, industrial, and other establishments to show samples and catalogs, and to inform them about product pricing, availability, and advantages.	
♦ Sold products requiring extensive technical expertise and support for installation and use, such as material handling equipment, numerical-control machinery, and computer systems.	
♦ Secured and renewed orders and arranged delivery.	
♦ Researched and identified potential customers for products and services.	
♦ Provided information needed for the development of custom-made machinery.	
♦ Prepared and delivered technical presentations that explained products and services to customers and prospective customers.	
♦ Created sales and service contracts for products and services.	
♦ Kept informed on industry news and trends, products, services, competitors, relevant information about legacy, existing, and emerging technologies, and the latest	

- product-line developments.
- ◇ Identified resale opportunities, and supported them to achieve sales plans.
- ◇ Arranged for demonstrations and trial installations of equipment.
- ◇ Attended company training seminars to become familiar with product lines.
- ◇ Collaborated with sales teams to understand customer requirements, to promote the sale of company products, and to provide sales support.
- ◇ Conferred with customers and engineers to assess equipment needs, and to determine system requirements.
- ◇ Developed sales plans to introduce products in new markets.
- ◇ Developed, presented, and responded to proposals for specific customer requirements, including request for proposal responses and industry-specific solutions.
- ◇ Recommended improved materials and machinery to customers, documenting how such changes will lower costs and increase production.
- ◇ Reported to supervisors about prospective firms' credit ratings.
- ◇ Trained team members in the customer applications of technologies.
- ◇ Wrote technical documentation for products.
- ◇ Provided technical and non-technical support and services to clients and other staff members regarding the use, operation, and maintenance of equipment.

*Education:*                      *State University of New York*                      *New York*  
 Bachelors of Science in Engineering                      2009

*References:*                      Available upon request