



Job Description

Role: Sales Engineer

Job Location: Stamford, CT, USA

Roles and Responsibilities:

1. New Customer Acquisitions, selling complex technological services and products to customers across USA from niche industry segments like Industrial Automation, Process Automation, Oil & Gas and Building Automation.
 2. Making custom technical presentations on Softdel's services and product/solution demo.
 3. Understanding in detail problem statements and requirements from customers' technical team and defining solution and approach, involving Softdel's products.
 4. Use technical skills to explain in detail the benefits of Softdel's products and services which would help address the problems, highlighting the key differentiation factors.
 5. Scheduling and leading Discovery phases and white boarding session with customer for next-gen end-to-end IoT and Digital solution definition.
 6. Techno-Commercial proposal creation. Work closely with multiple stake holders. Be the Custodian of the proposal.
 7. Closing deals and negotiations (pricing, technical solution, contractual terms)
 8. Helping/Consulting customers to ensure they fully utilize and adopt Softdel's complex and technical Solution/Product around Connectivity technologies and edge (AI and ML) analysis.
 9. Manage key customer accounts/engagements. Define and execute strategy for key accounts to grow horizontally and vertically.
 10. Attend trade shows, seminars, industry conferences and events.
 11. Assist product management on definition of product sales strategy & GTM.
 12. Weekly and monthly management reporting, CRM (Salesforce) experience.
- Significant travel throughout the USA to meet customers for all the above activities will be involved including attend industry specific trade shows, seminars, conferences, and events.

Benefits:

1. Flexible working hours (Monday to Friday)
2. Company-Sponsored 401k Retirement Plan
3. Paid Vacation & Sick Leave
4. Company-Sponsored Health Insurance

Required Skills:

1. Delivering Technical Presentation
2. Technical Sales
3. Solution Consulting
4. Techno-commercial Proposal Creation
5. Negotiation, Deal closure and New Customer On-boarding
6. Key Account Management and Customer Success
7. CRM (Salesforce)
8. Sales methodologies - Miller Heiman and SPIN
9. Analytics and problem solving

**Technical Skill:**

1. Good knowledge of Embedded Systems and product development (Hardware, firmware design and development, Communication Protocols).
2. Good knowledge of Edge Gateways and product development (Platform development, Data aggregation, cluster management, edge security, Inference/analytics (AI & ML)).
3. Good Knowledge of Cloud Services and products from Google Cloud, Azure and AWS including Azure IoT, AWS IoT, Thingworx, Cumulocity IoT.
4. Good knowledge of Integration technologies (REST APIs, APIs, POST, GET, MQTT, Web Hooks, etc.)

Education and Experience Requirements:

1. B. Sc./M. Sc./Bachelor of Engineering in Information Technology/Computer Science or related
2. Sales Engineer experience of more than 5-6 years
3. Overall Experience: 8-10 years
4. Industry specific experience: Building Automation, Industrial and Process Automation and Oil & Gas

About Softdel:

Softdel (SS USA Inc.) connects devices, enterprises, and people. Our distinctiveness lies in simplifying enterprise connectedness in smart buildings and smart factories creating unprecedented benefits for our customers and their eco-systems. Headquartered in Stamford, CT, USA, with offices in Japan, and India, we deliver domain expertise and technology-driven solutions to help companies turn digital challenges into opportunities. Our two-decade-long product engineering experience of serving global leaders in the automation & controls industry has catapulted Softdel to an enviable position in the Industrial and Buildings IoT value chain.

Interested candidates, please reach out to careers@softdel.com with your updated profile.