



One Technology Drive.
Uxbridge, MA 01569
Phone (401) 762-5100 * * Fax (401) 762-5111

JOB DESCRIPTION

Sales Development Engineer

DEPARTMENT: Sales and Marketing PAYROLL CODE:
REPORTS TO: Sales Manager PREPARED DATE: ASAP
FLSA STATUS: Exempt APPROVED BY:
STATUS Full-Time APPROVED DATE:

SUMMARY: Be the first contact and gate keeper to new customers. This position coordinates the activities between the customer, factory and sales team. The successful candidate can develop into a full time sales position or marketing related role.

Iradion Laser, Inc. is a global company with headquarters in Uxbridge, MA. It was founded in 2007 and manufactures and develops in the area of mid-infrared CO2 Ceramic Lasers. The company is growing at CAGR of 46% and is looking to strengthen his leadership.

The companies Vision: "Become leading global provider of RF driver sealed CO2 lasers."

ESSENTIAL DUTIES AND RESPONSIBILITIES: (Other duties may be assigned)

- Provide administrative assistance and support for the execution of the Action Sales Programs of the Sales Team.
- Prepare all quotes
- Prepare more extensive "technical" proposals
- Organize, Manage and maintain CRM
 - Keep system up to date
 - Assist sales team, enter new contact information etc..
 - Assist Management with generation of reports and graphs
 - Track demo inventory, alert sales at evaluation period expiration
 - Optimize quoting system
- Manage "account potential list"
- Serve as first contact for incoming customer requests.



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- Phone, Email, tradeshow, other
 - Perform lead qualification before the leads are handed to the sales team
 - Be the liaison between the field sales people and factory personnel.
 - Cold calling of target customers in order to establish contact, identify the decision makers and refer qualified accounts to the assigned Sales Account Manager.
 - Assist in the review and implementation of the Marketing Plans, Sales Plans and Product Support Plans.
 - Maintain and update parts and FGI price list.
 - Update, maintain, create, datasheets and manuals
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- Create and publish newsletters and press releases
 - Assist in the generation and implementation of Marketing and Sales tools and materials.
 - Create sales presentation with the help of marketing for the sales team
 - In-house sales of our products to "B" and "C" accounts
 - Coordinate the POC work with external resources
 - Coordinate and manage trade show in coordination with the marketing department.
 - Carry out market research, competitor and customer surveys.
 - Assist in BOD presentation, coordinate different departments.

OTHER SKILLS AND ABILITIES:

- Technical background in laser and optics
- Market knowledge of Industrial and OEM laser markets.
- Multi-cultural experience
- Excellent people skills, with an ability to partner with a dynamic leadership team
- Possesses personal qualities of integrity, credibility, and commitment.
- Flexible and able to multitask; can work with an ambiguous, fast-moving environment.

EDUCATION AND/OR EXPERIENCE:

- The ideal candidate would have 3+ years experience in a similar role in a company in similar industry.
- Any laser/optics work or educational background is a plus.



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- A Bachelor's degree or higher in business/engineering/physics/similar is a strong basis for performing this function.

LANGUAGE SKILLS:

- Ability to read, analyze and interpret general business periodicals, professional journals, financial reports or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals
- Ability to effectively present information and respond to questions, inquiries or complaints from customers and field sales people

OTHER QUALIFICATIONS:

Physical Demands:	<p>The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Stand under 1/3 of the time. <input type="checkbox"/> Walk under 1/2 of the time. <input type="checkbox"/> Required to sit for long periods of time. <input type="checkbox"/> Use hands to finger, handle, or feel 1/3 to 2/3 of the time. <input type="checkbox"/> Reach with hands and arms 1/3 to 2/3 of the time. <input type="checkbox"/> Talk or hear 1/3 to 2/3 of the time. <input type="checkbox"/> Lift up to 10 pounds under 1/3 of the time. <input type="checkbox"/> The above physical demands include duties such as sitting at work station using PC, making and receiving phone inquiries, packing files, move within company to communicate with other departments.
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Work Environment:	<p>The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Working conditions are normal for an office environment and may require occasional weekend and/or evening work.
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	<ul style="list-style-type: none"> <input type="checkbox"/> Moderate noise (examples: business office with computers and printers, light traffic and visits to factory). <input type="checkbox"/> Some travel (10%-25%) to various Company regions, trainings, etc. may be required during the year.
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Personality: Self-driven, results-oriented with a positive outlook, and a clear focus on high quality and business profit. A natural forward planner who critically assesses own performance. Mature, credible, and comfortable in dealing with customers. Keen for new experience, responsibility and accountability. Able to get on with others and be a team-player.

Personal Situation: Able to spend a few nights away without upsetting domestic situation. Able to commute reliably to office base. Able to work extended hours on occasions when required.

Specific Job Skills: Able to communicate clearly with our customer on a technical and commercial basis. Ability to communicate effectively between the sales force and the factory. Able to effectively qualify leads. Experience of managing marketing activities is useful.

Computer skills: Must be adept in use of MS Office 2000 or later, particularly Excel and Word, and , Internet and email. Knowledge of Salesforce.com is a +

Literacy and Numeracy: Must be a very competent writer of business letters, quotations and proposals.

Business and Selling Skills: Must be an excellent face-to-face and telephone communicator. Able to demonstrate success and experience managing scientific projects. Experience of tenders would also be useful.