

## POSITION DESCRIPTION

### POSITION PROFILE

<b>Position Title:</b>	Sales Engineer
<b>Department:</b>	Installed Systems
<b>Location:</b>	<input checked="" type="checkbox"/> The P.A. People office (Rhodes) <input type="checkbox"/> Hybrid model (office/working from home) <input checked="" type="checkbox"/> On-Site (various locations, may include intra/interstate travel)
<b>Type of Employment:</b>	Full time <input checked="" type="checkbox"/> Part time <input type="checkbox"/> Casual <input type="checkbox"/>
<b>Reports To:</b>	Manager, Installed Systems
<b>Direct Reports:</b>	Nil
<b>Document Effective:</b>	March 2022 version 1.0
<b>Document Modified:</b>	

### ABOUT THE P.A. PEOPLE

The P.A. People is a specialist integrator and contractor in sound reinforcement, audio visual systems, performance lighting and production communications. With over 50+ year history the company has developed a reputation as a leader in these fields, understanding the rigours of working in a design construct environment and working with other trades and services to ensure delivery of a fully integrated package.

The P.A. People is independent, Australian owned and Sydney based, operating locally, nationally and globally. Our activities are divided into three operational groups: sales, hire service, installed systems and event communications.

The position of Sales Engineer is part of the Installed Systems team. This is the largest group within The P.A. People in terms of revenue generated and staff numbers. The team's strength is that it covers every aspect of a solution from the sale, through design, engineering, installation and commissioning. Our mission is to deliver the right solution at the right price, on time and with the performance and workmanship quality solutions demand

### POSITION SUMMARY

As part of the Installed Systems team, the Sales Engineer oversees the customer's experience in the introductory phases of their relationship with The PA People. The Sales Engineer is responsible for, but not limited to the on time delivery and tracking of professionally structured quotes for a variety of customers.

Our customers include sporting venues, theatres/performing arts centre's, houses of worship, schools, public precincts/conference centres, corporate facilities, parliaments and councils. Our customers are a mix of end users, consultants, contractors and construction companies.

You will use your ability to read and interpret requests for quotes, tenders, design drawings and administrative contracts to ensure the customers and prospects you work with receive an appropriate response to their needs.

## KEY RESPONSIBILITIES AND ACCOUNTABILITIES

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The key responsibilities of this role includes, but is not limited to:

- Conducting and delivering specialised quotations to customers within expected timeframes.
- Determining labour requirements and equipment required to meet customer expectations.
- Being involved in handover meetings with various internal and external Project Managers.
- Ensuring the timely and successful delivery of our proposals according to customer needs and objectives.
- Serve as the lead point of contact for customer quotation management matters.
- Record and track:
  - sales performance against measured targets;
  - communication with customers via the company CRM; and,
  - each quotation and their relative position in the pipeline, reporting back to the Manager, Installed Systems.
- Participate in the planning of sales growth and development within the nominated area of responsibility.
- Maintain a working knowledge of the company's various products and services
- Establish and nurture relationships with past customers and potential customers to facilitate sales.
- Undertake planning and quotations, including:
  - monitoring of quotations sent out regarding expected approval percentage and possible timeframes;
  - creating proposed costing sheets for Project Managers; and,
  - documenting site specific risks and opportunities pertinent to an installation.
- Develop trusted advisor relationships with customers, customer stakeholders and users.
- Liaise with clients on a regular basis to ensure their needs are met with the proposed/installed system and involving others as deemed necessary.
- Be responsible for the preparation and delivery of documents to the client as required (inc. proposals, quotations, tender schedules, RFIs, and as required insurance certificates, SWMS safety plans, technical documents, schedules and layout drawings).
- Clearly communicate the progress of monthly/quarterly initiatives via a report to the Manager, Installed Systems.
- Act as a client/customer focused, values-based team member and work collaboratively with other staff to achieve strong results across all activities at The P.A. People.
- Support the general team during busy periods or during leave (where the individual has skills and experience to do so).
- Ensure behaviour during all work interactions is aligned to our values.
- Fulfil other tasks associated with the departments or organisations core peripheral activities that your manager/s may reasonably ask you to perform.

## DECISIONS MADE IN THIS POSITION

### Decisions made in the position

- Decisions regarding equipment suitability and choice to meet the clients functional needs and/or to meet a specification to complete quotations.

### Decisions referred

- Commercial and payment terms and discount related matters are to be referred to the Manager, Installed Systems.
- Changes to company processes and systems used to create proposals or represent the company to be referred to the Manager, Installed Systems.

## WORKING RELATIONSHIPS

As a member of the Installed Systems team, you will work closely with people holding the following positions in The P.A. People and have external contacts and relationships with:

### Internal

- Manager, Installed Systems
- Management Team
- Project Managers
- All team members of the Installed Systems team, including installers, purchasing officer, warehousing staff and the finance/admin team.

### External

- Various customers
- Various suppliers
- Relationships with the performing arts centres, theatres, houses of worship, schools, conference centres, parliaments, councils etc.....

## SELECTION CRITERIA

<b>Qualifications Certificates Licenses</b>	<p><b><u>Mandatory</u></b></p> <ul style="list-style-type: none"> <li>• Current NSW Working with Children Check</li> <li>• Current Police Check</li> <li>• COVID-19 Vaccination Certificate</li> <li>• Current NSW Drivers licence</li> <li>• Maintain eligibility to work in Australia</li> </ul>
	<p><b><u>Essential</u></b></p> <ul style="list-style-type: none"> <li>• 3+ years' experience as a Sales Engineer or similar role.</li> <li>• Minimum 3 years of experience in sales.</li> <li>• Qualifications in sales, communications, or related field.</li> </ul>
<b>Experience Knowledge and Skills</b>	<p><b><u>Essential</u></b></p> <ul style="list-style-type: none"> <li>• Experience delivering client focussed solutions to customer needs.</li> <li>• Demonstrated excellence in developing leads and researching potential clients coupled with maintaining long term customer relationships.</li> <li>• Proven ability to understand and define a customer's requirements then translating this into a scope for quotation.</li> <li>• Excellent listening, negotiation and presentation abilities.</li> <li>• A capacity to balance the need to operate independently or work as part of a team, as various tasks may require.</li> </ul>

Experience  
Knowledge and Skills  
continued...

- Experience in managing a customer database and CRM tools, and the ability to be held to a high level of accuracy with data collection and entry coupled with an ability to adapt to in-house systems and databases.
- Proficient across the Microsoft office suite.
- Strong organisational and time management skills with the ability to prioritise and manage multiple tasks, delivering to agreed outcomes.
- Strong communication skills (including written, verbal and virtual).
- Strong interpersonal skills and ability to build a rapport with others and an ability work collaboratively with the wider organisation.
- Problem-solving skills, that are solutions focused.
- High attention to detail and accuracy in all work performed.
- Sound interpersonal skills and problem-solving skills.
- Have a proactive, adaptable, and positive approach.

## PERSONAL ATTRIBUTES

### Creative and Innovative

- Finds ways to work better and smarter
- Generates options and ideas
- Is open to change and alternatives

### Determined

- Research options and sets a clear path
- Deals with obstacles
- Has clear goals and a commitment to quality
- Sense of ownership and pride in your performance and its impact on company's success

### Collaborative

- Works with others to achieve common goals
- Engenders a spirit of teamwork
- Inspires trust

### Analytical

- Reviews opinions before making judgements
- Presents clear and logical arguments
- Takes a systematic approach when building toward improvements

### Honest

- Is credible and truthful
- Is reliable and trustworthy
- Acknowledges and learns from mistakes

### Flexible

- Adapts to changing circumstances in the workplace
- Prioritises work and addresses what is most important
- Takes advantage of new and emerging opportunities

### Self-disciplined

- Manages own time to achieve key outcomes
- Avoids distraction and diversions

## WORKPLACE POLICIES AND PROCEDURES

It is expected The P.A. People team members are familiar with and perform their duties in line with The P.A. People's values, relevant code of conduct & ethics, policies and procedures, professional standards and legislative requirements.

## WORK HEALTH AND SAFETY

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The P.A. People team members are required to take reasonable care for their own health and safety, and that of others in the workplace. That their actions or omissions do not affect the health and safety of themselves or others in the work environment, and comply with all health and safety legislative requirements, policies and procedures as amended from time-to-time.

## DOCUMENT ACCEPTANCE

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No position description can capture the complexity of tasks undertaken by a role within The P.A. People. Therefore, this position description should not be seen as limiting. Some flexibility is required when using this position description, as there may be other tasks, not described within this description, which may be given to this position from time-to-time.

Position descriptions evolve and change over time, The P.A. People will revise and amend position descriptions as required.

*I have read and understood all details continued in this Position Description.*

*I acknowledge this document is not intended to constitute a complete list of my duties and I may be required to carry out other duties consistent with my position or as reasonably instructed by management.*

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*Employee Name*

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*Employee Signature*

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*Date*

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*Managers Name*

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*Managers Signature*

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*Date*