



Sr. Application Engineer

Highland, IL

Job Summary: Facilitate in the sales process by promoting Basler products to potential and existing Basler customers. Provide application engineering support to customers for Power Systems Group products. Assist in product planning and marketing programs. Lead in providing application engineering support to customers and group personnel for Power Systems Group products. Provide leadership and motivation to sales representatives with training, conduct product presentations, and seminars for customers and participate in industry functions.

Reports to: Product Line Manager

Essential Duties:

- Present Basler products to customers by providing technical expertise through the different phases of the sales process. Recommend Basler products to meet the customer's needs through feature-benefit selling.
- Take lead roles on training Basler employees including other application engineers, design engineering and application specialists. Provide application engineering support to other application engineers via training, coaching and joint presentations. Take lead roles in setting up and developing formalized seminars and schools at customer locations.
- Assist sales managers and sales presentations setting up product and sales strategies at all assigned accounts.
- Assist correspondence with Basler Electric customers and sales representatives on matters relating to applications, technical support, and other activities that are deemed necessary.
- Handle correspondence with Basler Electric customers and sales representatives on matters relating to applications, technical support, and other activities that are deemed necessary.
- Present Basler Electric products and systems to customers at various seminars held throughout the year, including regional seminars, Annual Relay Applications School, Annual Power Products Conference and others, as necessary.
- Take leadership role in assigned and industry societies, such as PSRC and IAS. Present and write technical papers for industry conferences and seminars.
- Take leadership role in the product planning and technical research required for new products, including product testing and development of technical manuals and bulletins.
- When required, assist in the product introduction marketing programs and test market coordination with appropriate Marketing personnel.
- When required, assist in developing and implementing marketing programs, including advertising, mail list management and direct trade shows and technical conferences and publicity.
- Initiate the transmittal of product technical literature or other information as a result of customer requests.
- Arrange and conduct meetings with customers at the factory as necessary.



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Requirements:

- Bachelor degree in Electrical Engineering, and/or Licensed Professional Engineer in related field and/or a technical equivalence degree.
- Minimum five (5) years experience as regional application engineer or fifteen (15) years experience in a related field.
- Willingness to travel up 50% in to the assigned territory.

Contact:

Basler Electric welcomes employment applications received directly from interested candidates. We prefer that you submit your resume in Microsoft® Word or Adobe® PDF format.

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Human Resources
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