

KOLBERG-PIONEER, INC.
Position Description
Salaried / Exempt

POSITION: **PRODUCT APPLICATIONS SPECIALIST / SALES ENGINEER, PD-II**

DEPARTMENT: **SALES**

REPORTS TO: **PRODUCT DEVELOPMENT MANAGER**

UPDATED: **JANUARY 1, 2011**

Basic Function

Develop complete and accurate equipment information and proposals. Recommend the best equipment selection to meet the customers specific production needs at the most economical price. Provide material flow analysis and theoretical production reports. Develop for Sales personnel use of sales tools, production and operation costs, standard data, product costing, pricing and quoting. Do project management for proposals involving all product lines on an as determined basis.

Primary Duties and Responsibilities

Sales Support, Project Management, Applications, Product Development

I. Sales

- A. Make sales calls with TM's and Dealers relating to new applications review, equipment selection, and proposal presentation.
- B. Develop training information, sales tools and programs to transfer application and operation knowledge to KPI's internal and external personnel and Dealer product specialists.
- C. Manage projects involving all products from inquiry to proposal to close to post sale follow up.
- D. Quote standard products as needed.
- E. Gather technical data and estimate costs as needed for nonstandard quotations.
- F. Attend trade shows and other product demonstrations.

II. Applications

- A. Handle incoming calls regarding applications inquiries for KPI products.
- B. Advise Kolberg-Pioneer personnel, Dealers, and customers in proper equipment selection.
- C. Gather the correct information required to make selections.

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Position Description for **SALES ENGINEER, PD-II**, cont.

- D. Coordinate any material testing required for proper equipment selection and wear cost analysis.
- E. Write reports on material test results and equipment selection.
- F. Provide flow analysis and pit layout drawings to accompany proposals.

III. Product Development Assistance

- A. Assist the Product Managers and Marketing group in preparing new product proposals that clearly define new equipment configuration, intended application, prototype test programs, cost and sales targets.
- B. Communicate with Engineering, Production, and Service to determine areas of improved equipment design and cost reduction based on customer needs and competitive features.
- C. Assist the Service Department in resolving disputed warranty claims, identifying failure trends and assisting in recommending solutions.
- D. Assist in training the Service Department so that they can better handle equipment start ups and service problems.

Essential Functions

- 1. Ability to manage stressful situations which could include irate and/or dissatisfied customers, dealers, etc.
- 2. Occasionally visit environments which include heavy industrial settings, quarry/pit locations, and construction sites with associated dust, pollutants, and noise level.

Essential Qualifications

- 1. At least two years experience with product application or design in the aggregate industry desired.
- 2. A degree in Engineering or equivalent job experience.
- 3. Experience with CAD/CAM systems, office machines and personal computers.
- 4. Be willing to travel worldwide. (+/- 10 to 15 weeks per year)
- 5. Good interpersonal relations skills when dealing with management, sales, dealers, customers, and inter-company personnel. Good oral and written communication skills.
- 6. Understanding of sales and marketing principles relating to selling through Territory Managers and Dealers, price negotiations, and follow-up on sales leads.

This description is intended only as a guide. Duties may change as required by varying work load and market needs.