



Dominion Carolina is an entrepreneurial company with a great culture and business philosophy seeking a motivated and results-driven **Sales Engineer** to represent and sell premium lines of industrial equipment to contractors, end-users and engineering firms in its Virginia territory. The ideal candidate will have industrial sales experience, a strong mechanical or engineering aptitude, excellent communication skills, and the ability to earn and maintain strong trust and loyalty with the customers and prospects in their assigned territory.

## **Key Responsibilities:**

### **Sales & Business Development**

- Promote and sell industrial equipment to customers in industries such as food, mining, chemical, tobacco, manufacturing, energy, and pharma.
- Identify, develop, and close new business opportunities to increase sales volume and market share.
- Generate and qualify leads through networking, cold calling, and attending industry events and trade shows.

### **Account Management**

- Maintain and nurture relationships with existing customers, ensuring repeat business and customer satisfaction.
- Provide tailored solutions and support to varied portfolio of customers.
- Conduct regular visits to customers and partners to find opportunities, provide training, and offer technical support.

### **Territory Management**

- Develop and implement territory-specific sales strategies to meet or exceed sales targets.
- Monitor market trends and competitor activities to stay ahead of market developments.
- Manage time effectively to maximize in-person meetings and sales opportunities.

### **Product Knowledge**

- Master equipment applications and functions, technical specifications, and sizing calculations.
- Illustrate value propositions by conducting product demonstrations, trainings, and presentations to customers.
- Collaborate with internal teams and manufacturers to ensure timely delivery and resolution of product issues.
- Acquire and maintain proficiency by accessing manufacturer-provided programs and resources.

### **Reporting & CRM**

- Maintain accurate records of sales activities, customer interactions, and opportunities in the corporate CRM system.
- Ensure accuracy of sales reports and forecasts for management and manufacturers.
- Provide customer feedback to manufacturers for product improvements or new opportunities.

### **Qualifications:**

- Proven B2B sales experience (preferably industrial equipment or similar products).
- Strong knowledge of industrial markets and how they are segmented.
- Excellent interpersonal and communication skills with the ability to build long-term relationships as a trusted advisor.
- Self-motivated, goal-oriented, and able to work independently with minimal supervision.
- Proficiency in CRM software and Microsoft Office Suite.
- Willingness to travel within the assigned territory as needed.

### **Preferred Experience:**

- Familiarity with industries such as food, mining, chemical, tobacco, manufacturing, energy, and pharma.
- Experience selling products such as magnetic separation, metal detection, dust collection, fans, cyclones, blowers, feeders, valves, etc.
- Existing network of contacts within the territory's industrial sector.

### **Compensation:**

- Base salary of \$75,000 plus commission (uncapped)
- Annual performance-based bonus
- On target earnings of \$150K+ after ramp (~1 year)
- Car allowance of \$1,000/month
- Cell allowance of \$100/month
- Technology allowance of \$75/month
- Robust health, dental and vision insurance plan