

Sales Engineers

SOC: 41-9031 • Career Profile Report

■ Key Facts

\$121,520

Median Salary

56,800

Employment

+5.0%

Growth Rate

■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Medium Risk - 38.0% probability of being automated in the next 10-20 years.

This job has some routine elements but still requires human judgment and interaction.

■■ Work-Life Balance

9.0/10 - Excellent work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.4/10	Investigative	5.0/10
Artistic	5.4/10	Social	8.0/10
Enterprising	9.0/10	Conventional	5.8/10

■ Top Skills Required

Analytical skills, Business skills, Initiative, Interpersonal skills, Organizational skills, Persuasion

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Sales Engineers combine technical knowledge with sales skills to **sell complex scientific and technological products or services**. They analyze customer needs, present solutions, and support clients in implementing products. Their work is critical in technology, manufacturing, engineering, and industrial sales.

This career is well suited for individuals who enjoy technology, problem-solving, and client interaction.

What Do Sales Engineers Do?

These professionals provide technical expertise to support the sales process and customer solutions.

Common responsibilities include:

- Analyzing customer requirements and product needs
- Demonstrating and presenting technical products or services
- Collaborating with engineers to develop customized solutions
- Preparing proposals, quotes, and technical documentation
- Assisting clients with installation, maintenance, or troubleshooting
- Maintaining customer relationships and providing ongoing support
- Staying informed about product developments, industry trends, and competitors

Key Areas of Sales Engineering

Sales engineers may specialize in specific industries or product types:

- Technical Sales: Selling hardware, software, or engineering products
- Industrial and Manufacturing Solutions: Providing equipment, machinery, or automation solutions
- Customer Needs Assessment: Understanding client requirements and recommending solutions
- Product Demonstration and Support: Showing how products work and assisting with implementation
- Proposal and Documentation Management: Preparing technical proposals, contracts, and documentation

Skills and Abilities Needed

Sales engineers combine technical expertise with communication and problem-solving skills.

Core Professional Skills

Personal Qualities That Matter

Education and Career Pathway

This role typically requires formal education and technical experience:

- Bachelor's Degree: Engineering, computer science, or related technical field
- On-the-Job Training: Learning sales techniques and product specifications
- Industry or Product Certifications (optional): Certifications relevant to technical products or sales
- Continuous Learning: Staying updated on technology, product innovations, and market trends

Where Do Sales Engineers Work?

They are employed in industries that produce or sell technical products and services:

- Technology and Software Companies
- Industrial and Manufacturing Firms
- Engineering and Consulting Services
- Scientific and Technical Equipment Companies
- Sales and Marketing Organizations with Technical Products

Work environments include offices, client sites, laboratories, and trade show or demonstration locations.

Is This Career Difficult?

This career requires a combination of technical expertise, sales skills, and interpersonal ability. Sales engineers must understand complex products, meet client needs, and close sales while maintaining strong professional relationships.

Who Should Consider This Career?

This career may be a strong fit if you:

- Enjoy technology, engineering, or scientific products
- Have strong communication and sales skills
- Can analyze client needs and recommend solutions
- Are persuasive, confident, and adaptable
- Want a career that combines technical knowledge with client interaction and sales

How to Prepare Early

- Take courses in engineering, technology, or technical fields
- Gain experience with technical products and client interaction
- Develop sales, communication, and problem-solving skills
- Build understanding of industry-specific solutions and applications
- Seek internships or part-time roles combining technical support and sales experience

Sales engineers bridge technology and business, using technical knowledge and interpersonal skills to provide solutions, support clients, and drive sales success.

*Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O*NET*

Source: <https://www.bls.gov/ooh/sales/sales-engineers.htm>