



Sales Engineer

Job Description:

The **Sales Engineer (SE)** is the technical bridge between Forthright Sales Representatives and our customers/prospects. The SE will take ownership of the prime technical relationship with our pre-sales opportunities and help close deals by proactively managing and delivering technical information to our customers and prospects both onsite, online, and via telephone. The ideal candidate is responsible for identifying and matching technology opportunities with a customer's business issues and objectives, as well as channel partner training & enablement. Having wide-ranging field sales experience, uses professional concepts and company objectives to resolve complex issues in creative and effective ways. Forthright Sales Engineers assist in developing business value propositions around Forthright products and solutions. They drive sales with technical expertise, account management skills, sales ability and a superior customer focus. Participates as part of a sales team to achieve or exceed revenue targets. In addition, the SE will own the Forthright Experience Center (FEC), our demonstration lab and chair Forthright Technical University, our customer-facing training offering.

Duties and Responsibilities:

- **Drive Sales (50%)**
 - Provide detailed technical knowledge of Forthright vendor and services solutions in the pre-sales context in a fast-paced, high-pressure environment under minimal supervision
 - Deliver complex, multi-product proof of concept (POC) solutions for customer evaluations as part of a sales engagement process.
 - Will provide software and network troubleshooting in complex customer environments
 - Provides a role within the sales teams in assessing potential application of Forthright products to meet customer's business needs.
 - Conduct product demonstrations and technical presentations remotely or at customer locations/Forthright facilities.
 - Leverage the consultative sales process to prospective users to determine product capability assessment and validation as it applies to the technical sales process.
 - Work on issues that impact design/selling success or address future concepts, products or technologies.
 - Provide regular and efficient updates on assigned accounts to sales engineering management.
 - Create formal networks with key decision makers in assigned accounts.
- **Manage the Forthright Experience Center (FEC) (25%)**
 - Maintain and expand the Forthright Experience Center (FEC)
 - Define technical lab requirements to support technical demos
 - Script, build and perform use case demonstrations
 - Present all solutions demonstrations in the FEC to visiting customers

- Manage and support all technical and AV equipment in the FEC. This includes entire suite of Citrix products, supporting networking equipment, and various devices
- Responsible for building, managing, and maintaining any cloud components that connect to the FEC
- **Chair the Forthright Technical University (25%)**
 - Take lead role in launching Forthright Technical University, our customer facing training offering that is a combination of internally developed training and external vendor training.
 - Draw an overall FTU plan that will provide value to students and Forthright
 - Lead development of Forthright authored trainings, boot camps, etc.
 - Curate courseware made available from our vendor partners
 - Manage web-based training offerings - courseware that we can resell via Ingram Micro's reseller of learning program - ensure that appropriate courses are listed on the Forthright website
 - Deliver FTC courses to students when appropriate
 - Manage independent instructors
 - Coordinate promotion of FTU with Forthright marketing
 - Maintain an understanding of IT training trends, developments and best practices
- **General Capabilities**
 - Achieve and maintain technical certifications in our platinum (top) and gold vendors
 - Will travel regionally (about 30-50%) to deliver sales presentations to customers as well as marketing and user group events
 - Serve as an external spokesperson and evangelist for Forthright's vision and associated technologies.
 - Ability to leverage and maximize Forthright vendors/channel
 - Consistently provides contribution to the broader team's technical mindshare

Requirements:

- Highly organized with superb time management skills
- Excellent communication skills both verbal and written
- Ability to work in fast paced, high tech environments with minimal training
- Knowledge of CRM system
- College degree