Technical Sales professionals generate sales opportunities by using their technical expertise and product- or industry specific knowledge. An individual in this type of role may be the primary salesperson in a technical or scientific sale or act as a subject-matter expert working in conjunction with another sales professional. Technical Sales professionals leverage their expertise to build credibility and gather important information or specifications, allowing them to propose targeted solutions and close sales.

**Example positions**

Sales Engineer, Pharmaceutical Sales Representative, Product Sales Representative, Product Manager, Medical Device Sales Representative, Account Manager (Technical)

## COMPETENCIES

**Analytical thinking –** Individuals in a Technical Sales position are able to grasp the underlying concepts in complex information, identify root causes of problems, and formulate solutions based on a synthesis of information.

**Influence and persuasion –** They are effective in persuading, convincing, influencing, or impressing others in order to get them to support a specific agenda, make a specific type of impression, or take a specific course of action.

**Information seeking –** Technical Sales professionals are driven by an underlying curiosity and desire to know more about things, people, or issues. This involves going beyond routine questions and includes digging or pressing for exact information; resolving discrepancies by asking a series of questions; or conducting less-focused environmental scanning for opportunities or miscellaneous information that may be used in the future.

**Relationship building –** They develop effective long-term professional interactions with others based on trust: trust that they will always work toward the best interest of those involved and that they are sufficiently competent to provide positive results.

**Negotiating –** They identify key bargaining points for all parties and work effectively toward win-win solutions.

**Business acumen –** Individuals in a Technical Sales position make sound business decisions based on a strong understanding of the company's business model, strategic goals, and relevant policies, as well as best practices and current technologies in their own discipline or functional area.

**Learning agility –** They discern patterns in data, recognize relationships between concepts, and rapidly apply learning from one context to solve analogous problems in different contexts.

**Planning and priority setting –** They identify the priorities, processes, and practical actions that are necessary to achieve an objective or an idea. They develop detailed action or project plans including objectives, accountabilities, time frames, standards, review stages, and contingencies.

## Representative behaviors

- Analyzes large amounts of information to determine trends, patterns, and connections in data

- Persuasively sells ideas to gain support and buy-in

- Uncovers relevant information to make accurate judgments and sound decisions

- Positions self and company as a strategic business partner

- Uses various communication techniques to gain cooperation

- Stays up-to-date on the company's products and identifies the business value they provide to customers

- Links current issue to knowledge gained from a different situation in order to solve a problem

- Thinks through what is needed to meet goals in terms of people and time frames

## JOB MODEL

| Leading | Active Communication | Interpersonal Dynamics | Decisions | Solving Problems | Managing Processes | Self-Management |
|---|---|---|---|---|---|---|
| Leadership Maturity | Influence and Persuasion | Interpersonal Sensitivity | Deliberate Decision Making | Creativity and Innovation | Quality Focus | Composure and Resiliency |
| Leadership Communication | Conflict Management | Helpfulness | Decisiveness | Analytical Thinking | Compliance | Generating and Expressing Enthusiasm |
| Driving Results | Negotiating | Service Focus | Strategic Thinking | Learning Agility | Response Orientation | Strength of Conviction |
| Leading Change | Active Listening | Relationship Building | Organizational Citizenship | Scientific Acumen | Safety Focus | Achievement Motivation and Perseverance |
| Managing Innovation | Communicating | Collaboration and Teamwork | Information Seeking | Business Acumen | Process Management | Self-Awareness |
| Managing Quality | Instructing | Organizational Savvy | | | Time Management | Adaptability |
| Team Building | | Global Mindset | | | Planning and Priority Setting | Initiating Action |
| Coaching and Developing Others | | | | | Organizing and Documenting Information | Accountability |
| Delegating | | | | | Applying Standard Practices | Professionalism |
| Fact-Based Management | | | | | | Continuous Learning |
| Strategic Talent Management | | | | | | Extended Task Focus |
| Directing | | | | | | Comfort with Ambiguity |