

# Sales/Applications Engineer

## **Sales / Applications Engineer**

AWL Automation is a global leader in advanced automated machinery, delivering innovative solutions to customers across the automotive and industrial sectors. We are seeking a driven and technically strong Sales / Applications Engineer to support commercial growth by combining engineering expertise with customer-focused sales execution.

### ***What Will Be Your Role?***

As a Sales / Applications Engineer, you will serve as the technical and commercial link between our customers and internal teams. You will support the full sales cycle — from initial concept and proposal development through negotiation and order execution — ensuring technical accuracy, commercial viability, and customer satisfaction.

This role requires strong application engineering expertise, commercial awareness, and the ability to collaborate across US and Netherlands-based teams.

### ***What Do We Expect From You?***

## **Core Responsibilities**

### *Sales & Proposal Management*

- Participate in bidding, quoting, and negotiation processes.
- Prepare comprehensive sales proposals including technical descriptions, project conditions, cost calculations, schedules, and acceptance criteria.
- Perform technical, cost, and schedule evaluations associated with key accounts.
- Manage purchase orders, order acknowledgements, delivery coordination, and onsite logistics.
- Ensure additional work and scope changes are properly documented and commercially aligned.

### *Application Engineering & Technical Expertise*

- Develop automation concepts for automotive and industrial customers.
- Apply advanced engineering knowledge in robotics, laser systems, welding processes, and automation equipment.
- Support tooling, fixturing, dimensional data evaluation, and geometric tolerancing.
- Ensure alignment with automotive customer quality requirements and company guidelines.
- Contribute to lessons learned, project reviews, norms, and hour rate evaluations.

### *Account & Market Development*

- Develop and manage customer relationships at key accounts in collaboration with Sales and Concept Engineers.
- Enter and track all projects to maintain accurate pipeline status and forecasting.
- Assist in account planning, revenue forecasting, and profitability management.
- Monitor market and competitor activities and adapt strategies accordingly.
- Maintain excellent customer communication to build and extend long-term partnerships.

### *Financial & Commercial Insight*

- Perform cost engineering activities, including material, labor, and processing cost evaluations.
- Provide financial insight into pricing strategies and cost structures.
- Align with Planning to coordinate internal schedules and resource allocation.
- Support administrative processing of orders and offerings.

### *Cross-Functional & Cross-Cultural Collaboration*

- Collaborate effectively with US- and Netherlands-based teams.
- Coordinate with Planning, Engineering, and Management to ensure offering alignment.
- Support marketing activities as required.

## **Education & Experience**

- Bachelor's degree or 2–4 year Technical Degree in a related field required.

- Minimum 5–10 years of experience in Application Engineering or Mechanical Engineering.
- Experience with automotive proposal generation, contract acceptance criteria, and quality requirements.
- Strong background in robotics, peripheral equipment, laser industry standards, and mechatronics.
- Experience in weld quality (penetration, heat-affected zones, inspection processes).
- Understanding of material characteristics, including high-strength steels.
- Knowledge of control technology, manufacturing processes, and production philosophies.

#### **Preferred Skills & Qualifications**

- Mechanical CAD proficiency required.
- Strong communication skills with the ability to present concepts in written and visual formats.
- Financial understanding of project costing and business drivers.
- Advanced proficiency in Microsoft Excel, Word, and PowerPoint.
- Experience with earned value, risk management, capacity planning, and status reporting.
- Ability to influence stakeholders throughout the full project cycle — from design through delivery.

#### **Travel**

- Minimum 50% travel required, including domestic and international travel.
- Valid passport required or ability to obtain one promptly.

#### **What Can You Expect From Us?**

At AWL Automation, you will work on cutting-edge automation technologies within a collaborative and international environment. We offer the opportunity to combine technical expertise with commercial impact, contribute to high-profile automotive projects, and grow professionally within a global organization.

#### **Apply Today!**

If you are a technically strong, commercially minded engineer who thrives at the intersection of sales and automation technology, we invite you to apply and become part of AWL Automation's growing team.