

## ASHIDA Electronics Pvt Ltd

<b>Job title</b>	<i>Pre-Sales &amp; Application Engineer (Dy. Manager)</i>
<b>Department</b>	<i>Marketing</i>
<b>Reports to</b>	<i>Admin: Marketing head, Technical: CTO</i>
<b>Location</b>	<i>Thane</i>
<b>No. of positions</b>	<i>1</i>
<b>Designation</b>	<i>Marketing Executive</i>

### Job Description

The Pre Sales executive coordinates pre-sales activities. He/she transfers industry, technical and product knowledge to customers via good written, verbal and presentation skills. Assists in all levels of technical account planning and accompanies Regional Sales Managers (RSM/SM) on visits to customers. The Pre Sales executive supports the successful achievement of Regional Sales Managers (RSM/SM) sales targets by analyzing the technical needs and providing RSM/SM ability to deliver the solutions proposed to prospects or existing customers. The scope extends from proposing solutions to coordinating successful client inspections of MV & HV Control Relay Panels.

### Duties and responsibilities

- Develop expertise in power system protection, automation & communication focus area, C&R panel scheme engineering, SCADA and all related ASHIDA products and solutions
- Conceptualize and develop business solutions for Pilot Projects and Commercial engagements which are specifically designed to address client's business requirement specifications, opportunities and challenges
- Work in tandem with the Project Management and Sales teams to develop value propositions that are unique and directly address the business imperatives of the clients
- Assume end-to-end responsibility of the solution design and implementation processes for all projects
- Be part of the proposal/solution presentations and discussions
- Perform industry benchmarking research
- Provide presales support to Regional Managers to achieve particular sales goals & targets

- Assist customers for ASHIDA products/solutions on installation, commissioning and operation activities

#### • **Duties and responsibilities (cont...)**

- Responsible for understanding business and technical problems including key regulations, business drivers, evolving business needs, etc.
- Understand the require specification from customer and prepare GTP, BOM in line of customer requirement / specifications
- Collect vendor information for C&R panel, SCADA projects and exchange information to project team, regional manager and marketing manager
- Responsible for preparing for meetings and tailoring communications to address business needs of potential clients as part of the pre-sales process.
- Meet client and manage client visits
- Build case studies and competency documents
- Work with various stakeholders to conceptualize and execute various projects
- Periodic feedback from clients and work towards implementing them wherever and whenever applicable
- Maintaining Master sheets of all client SLA data and billing/ commercial related information
- Periodic and planned presentations of power system automation & communication focus area, C&R panel scheme engineering, SCADA projects to the respective clients

#### **Qualifications**

- BE/BS in Electrical engineering
- **3-4 years experience in** Power system practice, presales activities, industrial automation system practices, Protection relay applications and testing, SCADA practices, Account Management or relevant positions
- Understanding of Project Management principles and other various Business Methodologies
- Worked on Request For Proposals (RFPs) and Request For Information (RFI)
- In depth knowledge on Financial planning, Estimations, Budgeting and Forecasting processes
- Hands on experience on Presentation of various Technical solutions to client's requirements
- Strong Interpersonal skills

#### **About Company**

ASHIDA Electronics, headquartered at Thane, India is a leading manufacturer & supplier of Numerical, Static & Auxiliary Protection Relays. We are the pioneer's in development of a range of static and numerical relays, with 400+ experts. In addition, ASHIDA manufactures Control & Relay Panels and has its own SCADA System with all latest specifications & communication protocols like IEC 61850. Our Relays are thoroughly Type-Tested as per International IEC - Test Specifications. Our more than 1 million Relays are protecting key electrical installations all over the world. Our aim is to become a Global Player in Power Protection Systems and to explore avenues in foreign markets

Kindly visit our website for further info <http://www.ashidaelectronics.com>

### **Compensation**

As per experience

### **Contact**

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