

<b>Job Title:</b>	<b>Product Specialist for A&amp;S (Architecture &amp; Software)</b>
<b>Employment Type</b>	<b>Permanent</b>
<b>No of Position:</b>	<b>1 Position</b>
<b>Work Location:</b>	<b>Seoul (1)</b>
<b>Reports to (Direct/Indirect):</b>	<b>A&amp;S Business manager</b>

### **Job Purpose**

Responsible for providing ongoing support to Account Managers in closing orders. Identifies customer technical / commercial challenges and engages appropriate resources to bring issues to resolution.

### **Key Responsibilities**

#### **DO**

- Implement BU strategies and plans with specialty on A&S products to achieve annual sales goals.
- Design and develop demo systems for internal and external promotion.
- Lead BU communication for products related technical issues.
- Provide ongoing pre-sales support to sales and channel to develop business opportunities.
- Identify the customer's technical / commercial challenges during pre-sales activities and engage appropriate resources to bring issues to resolution.
- Coordinate proof of concept and prepare and present sales proposals to customers.
- Provide products and technical updates to sales and distributors' product specialists.
- Support commercial events by delivering customer presentations / seminars.

### **Key Competency requirements**

#### **Experience Required**

- Minimum 5 years of experience in technical and commercial role. Possible prerequisites would include technical sales, commercial engineering, and/or technical specialist jobs. Required broad technical and application product knowledge. Individual should be effective at developing the skills of the country sales and engineering people and should support sales force and distributors as a consultant to help determine the best approach for particular issues. Experience handling multiple major projects is helpful.

#### **Requirements:-**

- Bachelor Degree in Engineering / Computer Science or equivalent
- Minimum 5 years of prior industry experience in factory automation, preferably in assigned product range, including control, visualization and information software for automation industries.
- Demonstrated leadership capabilities, control system application background, and product specific knowledge is preferred
- Proven ability to interact directly with sales organization and with customers to influence behavior required
- Regular travel within Asia Pacific region and occasionally outside this geography

#### **Scope of responsibilities:**

- Products: Integrated Architecture Products, including PLC and relevant automation systems, industrial networks, visualization and information products, and optionally motion control.
- Brands: Allen Bradley & Rockwell Software, or equivalent industry products and solutions

### **Organizational Competencies**

- Contributes Professional & Technical Expertise
- Collaborates & Teams Effectively
- Adds Value for Customers & Partners
- Attains Results
- Drives Growth
- Demonstrates Business & Financial Acumen

### **Job related competencies**

- ♦ Product Specialist / TC:
  - High level of expertise in and knowledge of industrial networks, especially industrial Ethernet

- Intermediate level of expertise in and knowledge of PLC, Motor Control, Standard Drives, Visualization, Information Systems, MES, Safety, and Process systems
- Basic knowledge on all of our products.
- Intermediate level of expertise in Industry Knowledge, Application Knowledge, Market Research & Analysis (Market & Economic Trends, Customer Buying Behavior, Competitor Research), OEM Business Drivers (Understanding of needs of OEM customers), Process Business Drivers (Understanding of needs of Process Solutions customers), Training Skills, Sales Fundamentals (Listening, Analytical, Problem Solving, Lead Qualifying, Negotiating, Persevering, Closing), Value Based Selling Skills, Disciplined Selling Process, Customer Solution Centric Selling Skills.