



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



Technical Sales Model

In a Technical Sales role, an individual can be expected to guide customers and other sales representatives toward complex or technical business solutions. Like in many types of sales positions, communications and interpersonal attributes are important, but equally critical are competencies found in the Solving Problems Dimension, as an analytical approach is often required to understand and overcome technical or engineering obstacles.

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