



SALES ENGINEER – USA GRAPHITE

DIVISION:	USA Energy	JOB CODE:	5204
LOCATION:	N/A	JOB FUNCTION:	Sales
DEPARTMENT:	Sales - Energy	FLSA STATUS:	Exempt
REPORTS TO:	Business Development Mgr.	EFFECTIVE DATE:	12/10/25

JOB SUMMARY

As part of the U.S. Sales team, the Sales Engineer is responsible for managing and increasing Pyrotek's sales of technical products and solutions to core customers and working closely with the technical sales team to develop and sustain long-term mutually beneficial relationships with Pyrotek's Graphite customer base.

QUALIFICATIONS

Education/Experience

Bachelor's degree in business, engineering, chemistry, or related discipline, plus three (3) years of technical sales and/or customer-facing roles, preferably within Graphite and/or high-performance ceramic manufacturing; or equivalent combination of education and experience.

Knowledge/Skills/Abilities

Customer Service Skills. Skilled in managing challenging or emotionally charged customer interactions with empathy, professionalism, and composure. Understands the importance of and provides prompt responses to customer inquiries and service requests, ensuring timely resolution and satisfaction. Proactively gathers and applies customer feedback to enhance service quality and client experience. Consistently meets deadlines and fulfills commitments with reliability and attention to detail.

Sales & Business Acumen. Deep comprehension and application of sales processes and value selling techniques. Ability to build relationships and sell technical solutions in an industrial setting. Demonstrated understanding of business implications of decisions. Adept at balancing profitability, customer sustainability, and sales growth by pricing products and services accordingly. Ability to accurately evaluate competitors, identify external threats and opportunities and adapt strategies based on the organization's strengths and weaknesses, the competitive environment, and changing conditions. Affinity for setting and achieving challenging goals. Proven record of persistence and overcoming obstacles. Desire to measure self against the standard of excellence. Willingness to take calculated risks to attain goals.

Technical Skills. Strong knowledge of company product lines, specifications, and integration pathways within customer operations and industrial systems. Working knowledge of mechanical, electrical, and materials engineering principles relevant to heat treatment, graphite product manufacturing, and materials processing. Proficient in evaluating customer environments and configuring solutions that meet technical and operational requirements. Skilled in delivering engaging product demonstrations and technical presentations to diverse audiences, including engineers, operators, and decision-makers. Able to understand chemical and environmental implications of processing materials at very high temperatures. Experienced in translating customer specifications into customized proposals, including feasibility assessments and ROI calculations. Able to apply foundational math concepts such as algebra and geometry to calculate dimensions, percentages, area, circumference, and volume for product fit and performance.



Core People Skills. Ability to positively interact and work collaboratively with diverse groups of people at all levels of the organization. Genuine with high ethical standards and values and personal integrity and honesty. Ability to apply a large measure of common sense to a variety of situations. Ability to work under pressure and excel in a fast-paced, self-directed entrepreneurial environment. Ability to understand customer needs and emotions, and responds with care, clarity, and confidence. Able to establish trust through consistent follow-up, integrity, and genuine interest in client success. Work effectively with cross-functional teams, sharing insights and aligning efforts to meet client goals. Aptitude to navigate rejection and shift priorities with a positive attitude and a willingness to learn. Handle objections and disagreements with professionalism, tact, and a problem-solving mindset. Engage respectfully and productively across diverse backgrounds and viewpoints.

Communication Skills. Ability to speak clearly and persuasively in person or over the phone in positive or negative situations. Able to listen and obtain clarification and respond well to questions. Proficiency in writing clearly and concisely and editing work for spelling and grammar. Ability to vary writing style to meet business needs. Ability to articulate product value, tailor messaging to audience needs, and confidently present solutions in both written and verbal formats. Able to actively listen to understand customer challenges, ask insightful questions, and respond empathetically to build trust and rapport. Establish credibility and maintain long-term partnerships through timely, consistent, professional, and proactive communication. Use effective language and tone to influence decision-makers, manage objections, and close deals. Communicate seamlessly with internal teams to ensure alignment and deliver on expectations. Proficient in virtual meeting tools and digital channels to manage accounts and engage clients remotely.

Computer/Applications Skills. Proficient in using Customer Relationship Management (CRM) platforms to manage leads, track interactions, and analyze sales pipelines. Comfortable with Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) for documentation, reporting, and presentations. Familiar with email, video conferencing tools, and instant messaging apps for internal and client communication. Experience with quoting tools, proposal generators, and e-signature platforms. Ability to interpret sales data using spreadsheets, dashboards, and visualization tools (e.g., Excel, Power BI). Basic knowledge of LinkedIn, email marketing platforms, and content sharing tools to support outreach and brand visibility. Familiarity with ERP or Order Management Systems used for inventory, pricing, and order tracking.

Analytical Skills. Ability to use information/data and various metrics to develop an informed and factual business case. Strong financial analytical capabilities for developing profitable product strategies. Ability to define problems, collect objective data, establish facts, and draw valid conclusions.

Core Business Skills. Ability to exercise sound judgement and discretion in handling of proprietary and confidential information. Demonstrates initiative and independence in decision-making, with a resourceful approach to problem-solving and ambiguity. Ability to apply strong critical thinking and analytical skills with exceptional attention to detail and accuracy. Collaborates effectively across matrixed teams and cross-functional environments. Excels in prioritization, time management, and organizational efficiency in dynamic settings. Capable of producing clear, professional reports and business correspondence. Highly organized, self-disciplined, and consistently reliable in managing responsibilities and deadlines.

Professional Investment. Demonstrated commitment to professional development, continuous learning, improving client relationships, and uncovering opportunities. Passion to expand knowledge of sales strategies, CRM tools, and industry-specific trends shaping the graphite product sector, and developing into more strategic roles over time.

Travel. Ability to travel domestically and internationally, by land and air, up to 50%. Must possess and maintain a valid U.S. driver's license and passport to support domestic and international travel requirements. Ability to maintain compliance with Pyrotek's Vehicle Reimbursement Program, including but not limited to unrestricted driver's license, motor vehicle record (MVR) requirements, passenger vehicle requirements, and insurance requirements.

ESSENTIAL FUNCTIONS/RESPONSIBILITIES

1. Manage and grow assigned sales territory accounts, by:
 - a) Creating a mutually beneficial working relationship with customers that continuously meets/exceeds expectations.
 - b) Proactively identifying decision makers for initiating the sales process.
 - c) Effectively negotiating pricing, minimum order quantities, and supply agreements with customers, and communicating changes internally for customer demands.
 - d) Promptly providing technical support and resolutions to customers; and collaborating internally as needed.
 - e) Soliciting sales of new or additional products, preparing pricing, and presenting quotations.
 - f) Continuously maintaining awareness of competitors' activities and employing counter measures to beat or contain competitor efforts.
 - g) Prospecting new customers, preparing pricing, and presenting quotations.
 - h) Correctly developing and preparing customer purchase agreements and submitting to Supply Chain personnel for final review prior to customer signing. At a minimum, each quarter, review agreement levels versus actual performance to ensure customers meet agreement terms.
 - i) Assisting as needed to resolve customer accounts receivable issues.
 - j) Presenting internal and customer technical presentations, as requested.
 - k) Meeting/exceeding sales and gross profit targets.
 - l) Actively strategizing with management on sales tactics.
2. Provide effective sales support and ensure customer expectations are met/exceeded for assigned sales accounts and products, by:
 - a) Regularly visiting customers at their facilities with the purpose of building customer rapport, performing training, and/or selling products and services.
 - b) Gathering data, drafting and pricing quotes, and preparing reports and/or presentations.
 - c) Setting final new prices, margins, and quotations within company pricing guidelines for new products or services.
 - d) Appropriately fielding customer calls, handling orders, and responding to customer inquiries in a timely and efficient manner.
 - e) Partnering with customer service, operations, and supply chain to ensure order fulfillment expectations are met.
 - f) Fielding and resolving customer complaints concerning billing or products and documenting accordingly and timely by utilizing the CRM to initiate RMA's/customer credits for approval.
 - g) Researching and addressing all customer problems and requests, including defining best products as a solution.
 - h) Establishing positive and collaborative working relationships with internal sales engineers, manufacturing operations, applicable vendors, and suppliers.
3. Utilize Contact Management database (CRM System) to complete trip reporting and internal sales relationship communications in a timely manner. Ensure travel expense reporting is accurate and timely manner.
4. Promote positive Team Member and customer relations by supporting Pyrotek's commitment to a working environment of tolerance, acceptance, and civility. Respond appropriately to inquiries, concerns, and complaints by being professional, courteous, and respectful at all times.



5. Maintain regular, consistent, reliable, punctual, and predictable attendance, as required to achieve internal and external customer satisfaction.
6. Actively and positively participate in problem resolution, demonstrating constructive communication, timely response, and effective resolution skills. Work effectively within team environments both within your department and across the organization.
7. Cooperate and comply fully with all Pyrotek policies and procedures. Actively support and follow the Pyrotek Safety Program.
8. Actively support compliance with all relevant ISO management system standards by establishing, implementing, and/or maintaining processes needed for internal and external communication relevant to the EMS, including what, when, and with whom to communicate. Respond to relevant communications related to the EMS.
9. Participate in company/department meetings, training activities, continuing education programs and other associated activities.
10. Consistently promote and communicate Pyrotek's core values through work performance and excellent customer service.
11. Perform other tasks as assigned.

PHYSICAL/SENSORY REQUIREMENTS

The following physical activities described here are representative of those required by a team member to perform the essential functions of this position. Reasonable accommodation, if feasible, will be made to enable individuals with disabilities to perform the functions of position.

Must be able to sit for long periods-of-time, bend, and reach, use stairs, lift up to 25 pounds occasionally and communicate effectively in English by telephone, in person and in writing. Effectively use a personal computer, office equipment and telephone.

WORKING ENVIRONMENT

Generally, work within an office and manufacturing environment. While/if working remotely, must establish and maintain a dedicated, distraction-free home office environment that supports productivity and confidentiality, and must maintain reliable connectivity for business purposes. While working in a manufacturing environment, there may be exposure to fumes or airborne particles, varying temperatures, molten metal, a moderate level of noise, mechanical parts, and moving industrial vehicles. Personal Protective Equipment (PPE) such as approved footwear, respirators, and safety glasses/goggles, may be required.

Team Member's Signature

Date