

Job Description (JD) – Sales Manager (West Region)

Position: Sales Manager

Location: Pune, Maharashtra

Experience: 4–5 Years

Industry: CAE Software, Engineering Simulation, 3D Printing, Digital Manufacturing, Engineering Services

Territory: West Region (Maharashtra, Gujarat, Madhya Pradesh)

About the Company

We are a technology-driven engineering solutions company specializing in Computer-Aided Engineering (CAE), Simulation Software, 3D Printing/Additive Manufacturing, Digital Manufacturing, AI-driven Engineering Solutions, and Engineering Services. We work with leading customers across Automotive, Defense, Manufacturing, Industrial Equipment, Healthcare, and Research organizations.

Job Summary

We are looking for an energetic and result-oriented Sales Professional with 1–5 years of experience in technical sales of CAE software, engineering services, CAD/CAM solutions, AR/VR, Industry 4.0 solutions, or 3D printing technologies. The candidate will be responsible for developing business opportunities and achieving sales targets across the West Region.

Key Responsibilities**Business Development**

- Generate new business opportunities for CAE software, simulation solutions, engineering services, and 3D printing solutions.
- Identify and engage key decision-makers in manufacturing, automotive, aerospace, defense, engineering services, and educational institutions.
- Build and maintain a strong sales pipeline.
- Conduct customer visits, product presentations, and technical discussions.

Sales & Account Management

- Achieve assigned quarterly and annual sales targets.
- Manage complete sales cycle from lead generation to order closure.
- Prepare techno-commercial proposals and Close Orders
- Develop strategic relationships with existing and new customers.
- Drive cross-selling opportunities across software, services, and Manufacturing.

Market Development

- Monitor industry trends and competitor activities.
- Participate in exhibitions, seminars, webinars, and industry events.
- Develop channel partners and business alliances where applicable.

- Expand business in key accounts and emerging sectors.

Coordination

- Work closely with respected Software OEM's and marketing teams.
- Develop Strong relationship with Customers and Software OEM regional leaders.
- Coordinate product demonstrations, proof-of-concepts, and customer workshops.
- Ensure customer satisfaction and timely resolution of commercial issues.

Desired Candidate Profile**Educational Qualification**

- Bachelor's Degree in Mechanical Engineering, Production Engineering, Manufacturing Engineering, Mechatronics, or related field.
- MBA (Marketing) preferred but not mandatory.

Experience

- 1–5 years of B2B sales experience in one or more of the following:
 - CAE/Simulation Software
 - CAD/CAM/PLM Solutions
 - Additive Manufacturing / 3D Printing
 - Industry 4.0 Solutions
 - Manufacturing Technology Solutions

Technical Knowledge

Good understanding of:

- Finite Element Analysis (FEA)
- CFD and Multiphysics Simulation
- Digital Manufacturing
- Product Design & Development
- Additive Manufacturing Technologies
- Engineering Services Business Models

Skills

- Strong communication and presentation skills.
- Ability to interact with Design Manager, Engineering Heads, R&D Heads, and Plant Managers.
- Excellent negotiation and closing skills.
- CRM and sales pipeline management.

- Self-driven and target-oriented approach.
- Willingness to travel extensively across the West Region.

Preferred Industry Contacts

Experience selling to:

- Automotive OEMs and Tier Suppliers
- Aerospace & Defense Organizations
- Industrial Machinery Manufacturers
- Research Institutions and Universities
- Engineering Service Providers
- Medical Device Manufacturers

Key Performance Indicators (KPIs)

- New customer acquisition.
- Quarterly and annual sales revenue achievement.
- Pipeline generation and conversion rate.
- Number of customer meetings and presentations.
- Customer retention and account growth.
- Cross-selling and upselling performance.

Compensation

- Competitive fixed salary – Approx 10-12 Lakhs CTC.
- Performance-based incentives
- Travel reimbursement
- Career growth opportunities in advanced engineering technologies

Reporting To: Director

Notice Period: Immediate to 30 Days Preferred

This role is ideal for a sales professional passionate about advanced engineering technologies, simulation, digital manufacturing, and Industry 4.0 solutions.