



PR/089951 | - Sales Application Engineer

Job Information

Recruiter

JAC Recruitment Korea

Job ID

1561605

Industry

Other (Manufacturing)

Job Type

Permanent Full-time

Location

Korea, South

Salary

Negotiable, based on experience

Refreshed

October 14th, 2025 12:58

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Overview:

- The Sales Application Engineer / Specialist is directly responsible for generation of new business against the annual business development plan, including lead generation supplementing the existing marketing program, strategic new business opportunity management, new customer acquisition, and proposal generation.

Responsibilities:

- Drive Business Growth. Grow revenue in objective areas through penetration of a set of target business development applications and customers. Proactively generate sales opportunities within these groups resulting in new customer acquisition in support of the business development plan.
- Execute relevant portion of business development plan to generate new business within defined market, channel, products, and geography to meet business goals, including strategies and penetration plans for target applications

and customers which cover both the short and long term. May be responsible for creation of business development plan relevant to this position.

- Develops and executes company and sales project-specific strategies using the solution selling process to secure new business objectives.
- Monitors, reports, and analyzes progress in achieving defined objectives in the business development plan.
- Actively develops and drives strategies for sales opportunities with customers. Utilizes Customer Relationship Management (CRM) system to catalog and track objectives, strategies, and tactics.
- Remain knowledgeable of the competitive landscape. Develop strategies to win market share from competition by analyzing products and creating winning selling strategies based on market research.
- Present in or attend trade shows as appropriate. Utilize show opportunities develop potential customers and/or markets.
- Recommend changes and implement pricing policies developed by management.

Requirements:

- Engineering, or Business/Marketing degree with strong technical aptitude.
- 5-7 years of sales or business development experience, preferably in solution sales of direct materials or products into engineered assemblies and applications.
- Documented success in business development.
- The vision to develop, document, communicate and achieve a plan and objectives.
- Demonstrated ability to develop strong internal and external relationships.
- Ability to travel based on business needs and sales objectives.

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Company Description