

sales engineering; modify hardware; have an expertise; advertising campaign; competitors; be a liaison; modify; consult; demonstrate; receive commission

Task 1. Choose the correct answer to solve the quiz.

- **Clue 1:** To provide expert advice to customers about how a product or service can meet their needs
Answer: _____
- **Clue 2:** A marketing effort aimed at promoting a product, often through various channels like TV, social media, and print. **Answer:** _____
- **Clue 3:** When you change or improve a product to better suit customer needs, this is what you do.
Answer: _____
- **Clue 4:** These are other companies that sell similar products to yours and may pose a challenge in the market. **Answer:** _____
- **Clue 5:** The task of acting as a go-between, helping communication between the customer and other departments or teams. **Answer:** _____
- **Clue 6:** The financial reward that a salesperson receives for selling a product, typically based on the sale amount. **Answer:** _____
- **Clue 7:** This term refers to someone who has deep knowledge and experience in a particular field.
Answer: _____
- **Clue 8:** A person might need this service when they need a professional's advice on how to approach a new business problem or project. **Answer:** _____
- **Clue 9:** A sales engineer may need to show how a product works to a potential customer, often by setting up a live example. **Answer:** _____

Task 2. Fill in the gaps with the correct word.

1. Acting as a _____, the sales engineer ensures smooth communication between the client and the technical team.
2. Many sales engineers _____ for every successful sale, in addition to their base salary.
3. _____ products are analyzed to better understand market trends and improve offerings.
4. Engineers often _____ to meet the specific requirements of a new project or client.
5. A good sales engineer will _____ with clients to understand their challenges and suggest tailored solutions.

6. Professionals in this field must _____ in both technical knowledge and customer relations.
7. During product presentations, sales engineers _____ how the system works to potential buyers.
8. _____ requires a deep understanding of technical products to help customers choose the best solution for their needs.
9. The team launched an _____ to promote their latest product line and reach new clients.
10. When customer requirements change, it's often necessary to _____ the initial design to accommodate their needs.

Task 3. Transform the second sentence so that it maintains the same meaning using the provided words and collocations.

1. **Original:** The engineer will change the design of the product based on customer feedback.
Transform: The engineer will _____ the design of the product based on customer feedback.
2. **Original:** Sales engineers provide support to clients during the entire purchasing process.
Transform: Sales engineers _____ with clients during the entire purchasing process.
3. **Original:** You must explain the product's features to potential clients clearly.
Transform: You must _____ the product's features to potential clients clearly.
4. **Original:** She helped her team improve the product's functionality by offering valuable suggestions.
Transform: She _____ her team improve the product's functionality by offering valuable suggestions.
5. **Original:** The company's **marketing efforts** aims to raise awareness of the new product.
Transform: The company's _____ campaign aims to raise awareness of the new product.
6. **Original:** Sales engineers need to understand the product thoroughly to answer client questions effectively.
Transform: Sales engineers need to _____ the product thoroughly to answer client questions effectively.

Task 4. Read the text and answer some questions.

Sales engineering is a crucial role in the business world, particularly for companies that sell complex technological products and services. These professionals act as a bridge between the technical aspects of a product and the needs of potential customers. Their expertise lies in understanding both the technical intricacies of the product and the business challenges faced by clients.

Sales engineers are more than just salespeople; they are technical advisors, problem solvers, and consultants. They possess a deep understanding of the product's capabilities and can effectively communicate its benefits to potential customers. Their role involves demonstrating the product's features, addressing technical questions, and guiding customers through the implementation process.

The primary objective of a sales engineer is to secure a "technical win," meaning that the proposed solution is superior to those offered by competitors. This requires a thorough understanding of the customer's needs and the ability to tailor the product or service to meet those needs.

Sales engineers play a vital role in bridging the gap between customer groups, including management, technical end users, and executives. They craft sales messages that resonate with each audience, demonstrating their understanding of both technology and sales techniques.

Furthermore, sales engineers act as the "voice of the customer" for their companies. Their daily interactions with clients provide valuable insights into customer needs and preferences, which they relay to the company's technical marketing and engineering departments. This feedback helps the company improve its products and services to better meet customer demands.

In addition to their communication skills, sales engineers often possess technical expertise that allows them to modify and extend hardware and software to provide customers with customized solutions. This ability to adapt the product to specific customer requirements is a key differentiator in the sales process.

Sales engineers are essential for companies that sell complex technological products and services. Their ability to bridge the gap between technical expertise and customer needs, coupled with their strong communication and problem-solving skills, makes them invaluable assets to any sales team.

_____ 1. What is the primary objective of a sales engineer?

- A) To build strong relationships with potential customers.
- B) To secure a 'technical win' by demonstrating the superiority of their product.
- C) To generate leads and schedule product demonstrations.
- D) To provide technical support to existing customers.

_____ 2. How do sales engineers act as the 'voice of the customer'?

- A) They provide customer service to address complaints and issues.

- B) They gather feedback from clients and share it with the company's technical departments.
- C) They negotiate contracts and finalize sales agreements.
- D) They create marketing materials that highlight customer testimonials.

- _____ 3. What is a key differentiator that sales engineers bring to the sales process?
- A) Their ability to create persuasive sales presentations.
 - B) Their knowledge of the company's financial performance.
 - C) Their ability to adapt the product to specific customer requirements.
 - D) Their experience in managing sales teams.

Task 5. Put the verbs in brackets in the correct tense and form.

Jake, a young engineer at a tech company, 1. _____ (**TO TASK**) with modifying a product design after receiving feedback from customers. His responsibility was to demonstrate how the updated design could enhance the product's functionality, so he 2. _____ (**MUST CONSULT**) with his team of designers and marketing experts. During the meeting, Jake shared his ideas on how the hardware could 3. _____ (**TO MODIFY**) to improve user experience, but he knew that the project 4. _____ (**TO NEED**) to be finished quickly.

As the final deadline approached, Jake's sales colleagues 5. _____ (**TO WORK**) non-stop, explaining the product's features clearly to ensure customers' needs were met. Near the end of the project, Jake 6. _____ (**TO OFFER**) a commission on the sales of the product if he successfully completed the design changes. Despite the pressure, Jake 7. _____ (**TO REMAIN**) focused, aware that their competitors were working on similar products. He made sure to stay ahead by continuously 8. _____ (**TO IMPROVE**) the design.

Eventually, the product 9. _____ (**TO LAUNCH**) successfully, and Jake 10. _____ (**TO RECEIVE**) praise for his hard work. He felt proud that his expertise 11. _____ (**TO CONTRIBUTE**) to the company's success.