

Job Description: Industry Solution – Associate (SolidCAM Sales Engineer)

Job Title: Industry Solution – Associate (SolidCAM)

Job Grade: EL2

Department: Sales

Reporting To: Territory Sales Manager

Function of the Department

The Sales Department drives revenue growth by identifying opportunities, nurturing customer relationships, and positioning technical solutions that meet manufacturing industry needs. The team focuses on strategic selling, customer engagement, product demonstrations, contract negotiation, and achieving targeted business results.

About the Role

The SolidCAM Sales Engineer plays a pivotal role by combining CAM technical expertise with strong communication skills. The role involves understanding customer machining challenges, presenting the capabilities of SolidCAM (including iMachining, 2.5D–5-axis milling, turning, mill-turn, and more), tailoring solutions, and enabling customers to optimize their CNC manufacturing operations.

This role bridges the gap between customer requirements and SolidCAM's technology to support successful sales outcomes and long-term customer success.

Main Responsibilities

- Identify and generate opportunities for **SolidCAM**, **iMachining**, and related CAM modules in the assigned territory.
- Develop a deep understanding of SolidCAM features, including:
 - iMachining 2D & 3D
 - 2.5D, 3D, HSM, and 5-axis operations
 - Turning and Mill-Turn
 - Swiss-Type support
 - Integration with SolidWorks and machining workflows
- Prospect and engage potential customers through cold calls, emails, market research, and networking.
- Conduct detailed customer requirement analysis (material, machine type, part complexity, workflows).
- Prepare and deliver technical product demonstrations highlighting machining time reduction, tool life improvement, and CNC optimization using SolidCAM.
- Participate in trade shows, industrial expos, and CAM/CNC events to promote SolidCAM solutions.
- Execute end-to-end lead follow-up, qualification, and opportunity conversion.

- Prepare customized proposals, ROI justification, and pricing based on customer needs.
 - Handle negotiations and closure of SolidCAM software sales.
 - Maintain CRM data, prepare pipeline reports, and track progress toward monthly/quarterly targets.
 - Stay updated on the latest CNC machining trends, tooling strategies, and CAM technologies.
 - Ensure compliance with company sales practices and data confidentiality.
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Competencies

1. **Technical Product Knowledge:** Strong understanding of SolidCAM modules, CNC machining processes, tooling, and programming workflows.
 2. **CAM/Manufacturing Acumen:** Ability to explain machining strategies, toolpaths, cycle time reduction, and CAM simulation results.
 3. **Communication Skills:** Clear delivery of technical content to both technical and non-technical stakeholders.
 4. **Customer Orientation:** Ability to understand machining pain points, production challenges, and propose the right SolidCAM solution.
 5. **Listening Skills:** Capturing customer requirements and converting them into tailored CAM demonstrations.
 6. **Problem Solving:** Ability to troubleshoot basic CAM/programming challenges and address customer concerns.
 7. **Team Collaboration:** Working with technical teams, presales, and sales colleagues for demos, onboarding, and customer engagement.
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Skill Requirements

- Experience in **B2B software solution sales**, preferably CAM/CNC domain.
 - Exposure to **CAM/CAD/CAE/CNC tooling** or manufacturing environments.
 - Understanding of manufacturing workflows such as milling, turning, mill-turn, toolpath generation, and machining optimization.
 - Ability to communicate the value of SolidCAM modules effectively—including iMachining and 5-axis operations.
 - Strong technical understanding of machining, G-codes, CNC machines, and production processes is an advantage.
 - Ability to complete SolidCAM or DS certifications related to sales and technical understanding.
 - Outbound marketing certification is an added advantage.
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Key Accountabilities

- Territory & customer mapping for SolidCAM prospects.

- Maintaining a strong and healthy sales pipeline.
 - Accurate sales forecasting for SolidCAM products and add-ons.
 - High conversion ratio from lead to opportunity.
 - Customer retention, renewal assistance, and cross-selling of additional modules.
 - Enhancing personal technical expertise in CAM and CNC domains.
 - Delivering high-quality SolidCAM product demos and presentations.
 - Maintaining strong customer relationships for long-term engagement.
 - Lead generation and achievement of sales outcomes.
 - Staying updated with CNC machining, CAM software advancements, and industry trends.
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KPI (Key Performance Indicators)

- Effectiveness of territory and customer mapping.
 - Pipeline and funnel health for SolidCAM sales.
 - Accuracy of revenue forecasting.
 - Lead-to-opportunity and opportunity-to-closure conversion ratios.
 - Customer retention and cross-sell/upsell performance.
 - Improvement in technical CAM skills and certifications.
 - Quality of technical demos and customer interactions.
 - CRM accuracy and timely reporting.
 - Lead generation outcomes and overall sales performance.
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Minimum Qualifications

- B.Tech / B.E. (Mechanical preferred)
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Experience Requirements

- 1–2 years of sales experience.
- Minimum 1 year of software sales experience preferred (CAD/CAM preferred).
- Understanding of CNC machining, manufacturing workflows, and industrial sales is highly desirable.