



**DRI Corporation**  
4018 Patriot Drive, Suite 100  
Durham, NC 27703  
[www.digrec.com](http://www.digrec.com)

## OPEN POSITION

### SALES ENGINEER

DRI Corporation (NASDAQ®: TBUS) is a technology leader within the surface mass transportation markets around the globe. For more than 25 years, we've been designing, manufacturing, marketing, and servicing our proprietary line of digital communications and security products for the public transit industry – products that improve the flow, mobility, and safety of people traveling through transportation infrastructure. With corporate offices in Dallas, Texas, we serve our customers through subsidiaries in Durham, N.C., Australia, Brazil, Germany, Singapore and Sweden, as well as a joint venture in India.

We are seeking a Sales Engineer to act as the primary technical resource for our Digital Recorders® brand Sales Team. The Sales Engineer is responsible for actively driving and managing the technology evaluation stage of the sales process, working in conjunction with the Sales Team as the key technical advisor and product advocate for our products.

#### **The successful candidate will be responsible for the following:**

- Responsible for the formal submittal of all market requests to the Product Management Team
- Act as subject matter expert on Digital Recorders® products in support of the sales team
- Coordinate and ensure all Requests for Information (RFI), Requests for Proposals (RFP), and Requests for Quotes (RFQ) are addressed and delivered on time.
- Responsible for responding to functional and technical elements of RFIs, RFPs and RFQs, and coordinate response with respective Product Manager
- Responsible for development and delivery of product demonstrations in support of field sales managers via onsite visits, conferences, seminars, trade shows, conference calls and WebEx™ presentations
- In support of Field Sales Managers, develop and grow long-term relationships with customers by providing pre- and post-technical sales assistance and product education (interpret, understand and meet customer requirements)
- Ensure documentation flow of information to other subsidiary departments
- Provide technical training for sales managers and ensure all demo applications are installed and up to date on Field Sales Managers' computers

- Act as liaison between Sales Team and Product Management Team to ensure that projects sold are kept within the scope of project and to guarantee the voice of our customers is clearly communicated to respective product managers for potential feature inclusion to road map
- Work with Sales Team and Product Management Team in bringing products in line with customer expectations
- Work with Sales Director and Product Marketing Manager to develop a marketing plan for product introductions
- Support the Sales Director in provisioning accurate solution proposals for customer delivery and ensuring provisioning tool is current and accurate
- Support the Sales Director in negotiating tender and contract terms to meet both customer and our company needs
- Works with the Sales Director and Marketing Manager to ensure that all product development requests accurately depict annualized volumes and positioning

**We are looking for an individual that possesses the following key competencies:**

- Experience articulating technology and product positioning to both business and technical users
- Ability to identify all technical issues of assigned accounts to assure complete customer satisfaction through all stages of the sales process
- Ability to establish and maintain strong relationships throughout the sales cycle
- Able to respond to functional and technical elements of RFIs, RFPs and RFQs
- Ability to convey customer requirements to the Sales Team and Product Management Team
- Excellent organization skills
- Able to travel throughout the assigned sales territory (75 percent)
- Experience working in the dynamic atmosphere of a technical organization with a rapidly expanding customer base
- Excellent communication skills, both written and verbal
- Ability to eliminate sales obstacles through creative and adaptive approaches
- Strong presentation, demonstration, and/or training skills

The qualified candidate will have a bachelor's degree in Engineering, Computer Science or a related field from an accredited college or university and eight (8) to fifteen (15) years of relevant experience within the transit industry in Technical Sales and/or Engineering; or an equivalent combination of education and experience. Experience or familiarity with Digital Recorders® products is preferred.

Please forward a resume **with salary requirements** to [hr@digrec.com](mailto:hr@digrec.com).

We prefer a resume in a Word format attachment.

No resumes accepted from third parties.

Visit our Web site at [www.digrec.com](http://www.digrec.com).

**DRI CORPORATION VALUES DIVERSITY AND WE ARE PROUD TO BE AN AFFIRMATIVE ACTION AND EQUAL OPPORTUNITY EMPLOYER**

**M/F/V/H/D**

DRI Corporation is an E-Verify employer. E-Verify, an Internet-based system operated by the Department of Homeland Security in partnership with the Social Security Administration, allows participating employers to electronically verify the employment eligibility of their newly hired employees in the United States.