



DIRECTORATE OF INDUSTRIAL LIAISON

NED University of Engineering & Technology

University Road, Karachi-75270 Pakistan

Tel: (+92-21) 99261261-8, Ext: 2274, 2218, Email: dil@neduet.edu.pk



'SAY NO TO CORRUPTION'



Dated: 17-6-2025

Assistant Manager Technical Sales

Job Summary:

We are looking for a highly driven and experienced Technical Sales to join our dynamic sales and marketing team. The ideal candidate must have a strong network with Purchase Officers, COOs and other relevant persons who are involved in purchase decisions of organization in the corporate sector and a solid understanding of managerial accounting and costing. This role involves promoting and selling high-value technical products, managing key client relationships, and expanding the company's customer base through regular client interactions and project coordination.

Products & Solutions for Sale:

Solar Power Systems (On-grid / Off-grid / Hybrid)

- Diesel Gensets
- UPS Systems
- Industrial and Commercial Batteries
- Electronic Equipment: Testers, Analyzers, IT Equipment, Security Equipment and Monitoring Devices
- Laboratory Equipment and Precision Instruments

Key Responsibilities:

- Leverage an existing network of Purchase Officers and decision-makers to generate business leads and close deals.
- Conduct regular field visits to existing and potential clients to present products, understand needs, and propose suitable solutions.
- Follow up on inquiries, quotations, and project proposals to ensure timely conversions and client satisfaction.
- Understand and apply principles of managerial accounting and costing to build accurate proposals, pricing models, and cost-benefit analyses.
- Identify market opportunities and develop new client relationships in the corporate, industrial, and institutional sectors.

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- Maintain thorough records of sales activities, client communications, and ongoing project status in CRM or designated tools.
- Manage sales projects from initial inquiry through to delivery and after-sales follow-up, coordinating with internal departments.
- Participate in product training sessions, exhibitions, and demos to stay updated and enhance client interactions.

Qualifications and Requirements:

- Bachelor's degree in Marketing, Business, Electrical Engineering, or Accounting; Master's degree preferred.
- 5+ years of proven experience in B2B marketing or technical sales, preferably in the power and electronics industry.
- Strong existing network with Purchase/Procurement Officers in corporate and industrial sectors is mandatory.
- In-depth knowledge of costing and managerial accounting principles.
- Demonstrated experience in project handling, technical sales, and client relationship management.
- Excellent communication, negotiation, and interpersonal skills.
- Strong record-keeping and time management abilities.
- Proficient in Microsoft Office Suite and CRM software.
- Willingness to travel regularly for client meetings and field visits.

Interested candidates can share their resume at hr@telec.com.pk



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