

# SALES TRAINEE ENGAGEMENT PROGRAM

The goal of the Sales Trainee Engagement Program (STEP) is to prepare employees to become effective and successful sales engineers in their assigned markets. Members of the program work along side colleagues in our US headquarters in Florence, Kentucky to gain an understanding of how each department within Balluff operates.

After completing your initial experience at Balluff headquarters, you'll transition into your assigned territory as a Sales Engineer. During your first phase in the territory, you'll continue your development throughout the ramp-up period by working closely with leadership, training teams, and sales enablement. This ongoing support ensures you have the tools and guidance needed to succeed in your role and grow your career at Balluff.

Ultimately, graduates of the program gain a full understanding of the Balluff organization, our sales processes and our product portfolio.



## Do Real Work

You will do real work. You will talk to customers, help them with their problems and feel really good about the experience. You will see how products are made, warehoused, and shipped. You will learn the capabilities of Balluff technology. You will research our markets and add real value to the organization.

## Training and Development

Balluff's in-depth training ranges from product technology to sales techniques. Courses cover sensor technologies and industrial Ethernet to negotiation skills and sales methodologies. In addition, your mentor, HR coordinator and direct supervisor will help you form a professional development plan that will lead you to success.

## Regular Travel Opportunities

You will easily gain sales experience on the job as the STEP employee by supporting our mobile demonstration van, along with area sales managers. As part of your training plan, you will begin to travel into your assigned region with the goal of understanding the local markets and building initial customer relationships.

## Department Involvement:

**Technical Support:** Daily customer contact, customer applications work, service support, building product knowledge and email/phone support

**Customer Service:** Daily customer contact, order entry, email/phone support, stock and pricing requests

**Operations:** Purchasing, material planning, production engineering, warehousing, testing and quality

**Marketing:** Product data support, application marketing, technical displays construction and market studies

**Inside Sales:** Daily customer contact, lead generation, relationship building and regular customer visits

**Area Sales Support:** Daily customer contact, account planning, relationship