

Natsco Transit Solutions – Job Description

Technical Sales Support Engineer

Based in: Milton, Ontario

Reporting to: VP of Sales – Canada



Position Summary

The Technical Sales Support Engineer serves as the primary technical resource for the Sales team, providing engineering expertise that supports business development, customer satisfaction, and successful project execution. This role works closely with Sales, Customers, Engineering, Manufacturing, and Supply Chain to develop technical solutions, prepare quotations, evaluate product applications, and ensure customer requirements are translated into practical, cost-effective solutions.

The Technical Sales Support Engineer combines technical knowledge with strong customer service skills to support product selection, custom product development, proposal preparation, and continuous improvement of the company's product offerings.

Key Responsibilities

Technical Sales Support

- Provide technical expertise to Sales throughout the sales cycle, including product selection, market data analysis support, and solution development.
- Review customer specifications and project requirements to recommend appropriate products, modifications, or custom-engineered solutions.
- Prepare technical quotations for standard and non-standard products, ensuring accuracy, feasibility, and alignment with customer requirements.
- Develop technical proposals, product specifications, and supporting documentation for customer submissions.
- Respond to technical inquiries from customers, distributors, and internal stakeholders.
- Participate in customer meetings, presentations, and site visits as the technical representative when required.

Product & Application Engineering

- Support the design and development of customized products and system modifications to meet customer requirements.
- Create and maintain engineering drawings, bills of materials (BOMs), product configurations, and technical documentation.
- Evaluate replacement solutions for obsolete components and recommend appropriate alternatives.
- Provide engineering support related to manufacturing methods, materials, quality requirements, and product repairs.
- Produce drawings, 3D models, and prototypes to support product development and customer presentations.

Cross-Functional Collaboration

- Collaborate with Engineering, Manufacturing, Procurement, Quality, and Project Management to ensure customer requirements are achievable and commercially viable.

- Support new product introductions and continuous improvement initiatives that enhance product performance and market competitiveness.
- Assist with product standardization to improve efficiency and simplify the sales process.
- Coordinate with suppliers to evaluate materials, components, and technical capabilities.

Product Management & Marketing Support

- Develop and maintain technical product documentation, specifications, and application guides.
- Assist in developing standardized product offerings and technical sales tools.
- Train Sales, Customer Service, and internal teams on product features, capabilities, and applications.
- Support Marketing with technical content for product literature, presentations, trade shows, and customer demonstrations.
- Research new technologies, market trends, and competitive products to identify opportunities for product enhancement and business growth.
- Participate in industry events, customer visits, seminars, and trade shows to remain current with market and technology developments.
- Perform other duties as assigned by the Engineering Manager.

Qualifications

Education

- Bachelor's degree in Mechanical Engineering, Electrical Engineering, Industrial Engineering, Engineering Technology, or a related technical discipline.

Experience

- 3–5 years of experience in technical sales support, application engineering, product engineering, or a similar customer-facing engineering role.
- Experience supporting quotations, product selection, or engineered solutions in a manufacturing environment is preferred.
- Proficiency with Microsoft Office applications.
- Experience with AutoCAD and 3D CAD/solid modeling software.

Knowledge, Skills & Competencies

- Strong technical aptitude with the ability to communicate complex engineering concepts to both technical and non-technical audiences.
- Excellent customer service and relationship management skills.
- Strong analytical and problem-solving abilities.
- Experience interpreting customer specifications, engineering drawings, and technical standards.
- Strong organizational skills with the ability to manage multiple projects and priorities.
- Effective verbal, written, and presentation skills.
- Commercial awareness with an understanding of cost, manufacturability, and customer value.
- Collaborative team player with the ability to build strong cross-functional relationships.
- Self-motivated with a proactive approach to identifying opportunities and delivering solutions.

What Success Looks Like

Success in this role is measured by the ability to provide timely, accurate, and effective technical support that enables Sales to win business, delivers exceptional customer experiences, and supports profitable growth. The

Technical Sales Support Engineer serves as a trusted advisor to both customers and internal teams by delivering practical engineering solutions, improving product knowledge, and strengthening collaboration across the organization.