



# Product Specialist

Highland, IL

**Job Summary:** In close collaboration with the Product Line Manager, the Product Specialist supports business program development and implementation including developing strategies and business plans. The Product Specialist assists company sales representatives with product understanding to provide solutions to customers and answer questions regarding product capabilities.

**Reports to:** Vice President of Marketing

**Essential Duties:**

- Assist Product Line Manager in maintaining a profitable and competitive product offering through market research and competitive analysis making recommendations related to product features and new product development areas.
- Survey specific customer needs and project-specific needs to more global market requirements.
- Participate in project management team activities and support new product development initiatives.
- Train sales representatives, customers, and other Basler employees on technical matters relating to products and systems integration by coordinating with the Marketing Communications team to create promotional assets, videos, and other marketing content.
- Assist customers in proper application, installation, calibration, and troubleshooting of products.
- Assist Sales Manager with the preparation of quotations, proposals, and bids.
- Support pricing administration including catalog updates, pricing/profitability reviews, customer discount schedules, and quotations.
- Develop and publish application notes which are used by sales personnel to identify potential customer applications.
- Assist in promotional activities including trade shows, promotional events, seminars, and user group meetings.
- Maintain clear and open communications with all company departments to assure success in product development plans, sales programs, and policies.
- Perform other duties as assigned.

**Requirements:**

- Bachelor's degree in business, engineering, or related discipline.
- Two or more years of experience in power systems, systems integration, or Industrial Manufacturing.
- Strong communication skills.
- Proficiency in office software (Word, Excel, PowerPoint, etc.).
- Travel up to 15% of the time which may include some international travel.



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Contact:

Basler Electric welcomes employment applications received directly from interested candidates. We prefer that you submit your resume in Microsoft® Word or Adobe® PDF format.

Basler Electric Company  
Human Resources  
12570 Route 143  
Highland, IL 62249-1074

Tel: +1 618.654.2341, ext. 251  
Fax: +1 618.654.2351  
Email: [employment@basler.com](mailto:employment@basler.com)