



SAARTHI - सारथी

करियर मार्गदर्शन पोर्टल · Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट · CAREER SHEET

सेल्स इंजीनियर

Sales engineers sell technical products - machines, equipment, software - by understanding customer needs. The role needs both engineering knowledge and people skills.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/eng-4654

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

Sales engineers sell technical products - machines, equipment, software - by understanding customer needs. The role needs both engineering knowledge and people skills.

2 At a glance

Minimum qualification	B.Tech/diploma in mechanical/electrical etc. plus sales skills
Work mode	Field plus office; client visits and travel
Demand	High - in manufacturing, solar and IT/SaaS presales
Top earning	Sales manager: Rs 2 lakh+/month (with incentives)

3 What you need

INTERESTS

- Comfort in talking to people
- Understanding how technology works
- Working towards targets

ABILITIES

- Excellent communication and presentation
- Analysing customer problems
- Confidence and persistence

KEY SKILLS

- Technical product knowledge and giving demos
- Negotiation skills
- Making presentations and proposals
- CRM software (Salesforce etc.)
- Understanding markets and competition
- Effective communication in Hindi and English

4 How to get there

- 1 Pass 12th with Physics, Chemistry, Maths.
- 2 Do B.Tech or diploma in mechanical/electrical/related branch via JEE Main/REAP.
- 3 Do a sales-marketing certificate course or internship.
- 4 Start as assistant sales engineer/trainee.
- 5 Grow to area/sales manager with experience and network; optionally do an MBA.

MAIN EXAMS

- JEE Main (engineering entry)
- REAP (Rajasthan)
- CAT/CMAT (for MBA, optional)

5 Where to study

GOVERNMENT INSTITUTES

- MNIT Jaipur — Jaipur, Rajasthan (<https://www.mnit.ac.in>)
- Rajasthan Technical University (RTU) — Kota, Rajasthan (<https://www.rtu.ac.in>)
- MBM University — Jodhpur, Rajasthan (<https://www.mbm.ac.in>)
- Government Polytechnic Colleges — Districts of Rajasthan

PRIVATE INSTITUTES

- BITS Pilani — Pilani, Rajasthan (<https://www.bits-pilani.ac.in>)
- Arya College of Engineering & IT — Jaipur, Rajasthan
- Manipal University Jaipur — Jaipur, Rajasthan (<https://jaipur.manipal.edu>)

ONLINE

- IGNOU (marketing/management courses) — Distance learning (<https://www.ignou.ac.in>)
- NPTEL / SWAYAM (sales and marketing courses) — Online (<https://swayam.gov.in>)

FEES

Engineering degree: about Rs 40,000-1 lakh per year in government and Rs 1-3 lakh in private colleges; sales certificate courses cost Rs 5,000-50,000.

SCHOLARSHIPS

- National Scholarship Portal (<https://scholarships.gov.in>)
- Vidya Lakshmi Education Loan Portal (<https://www.vidyalakshmi.co.in>)
- Rajasthan Social Justice Dept Scholarships (<https://sje.rajasthan.gov.in>)
- Buddy4Study (<https://www.buddy4study.com>)

6 What the work is like

WHERE YOU WORK

Machinery and equipment companies, electrical/solar firms, auto dealer networks, IT/SaaS companies, distributors.

WORK CULTURE

Not a desk job - involves travelling to meet clients; 5-6 days a week, target-driven work. Opportunities exist for persons with disabilities.

WHO HIRES

- | | |
|----------------------------------|--|
| • Siemens and Schneider Electric | • Kirloskar and JCB |
| • Havells and Polycab | • Solar and pump companies (Rajasthan) |
| • IT/SaaS companies (presales) | • Industrial distributors and dealers |

DEMAND (2026)

Every technical company needs sales engineers to grow revenue; demand is high in 2026 in solar, machinery and SaaS presales. Rajasthan being a solar hub is a big opportunity.

7 Career growth

- 1 Assistant sales engineer
- 2 Sales engineer / executive
- 3 Senior sales executive
- 4 Area/territory manager
- 5 Sales manager / national head

EARNINGS

Starting	₹18,000-30,000
Mid level	₹40,000-80,000
Senior level	₹1,00,000-2,00,000+

Monthly pay; incentives on meeting targets raise earnings a lot. 2026 levels, indicative.

8 The good parts · The challenges

The good parts

- Fast earnings and growth through incentives
- Job options in every industry
- Builds networks, opens path to own business

The challenges

- Constant pressure of targets
- Lots of travel and irregular hours
- Part of income depends on performance

9 Real-life journeys

Vedha Harinath

Technical Sales and Marketing Manager, NXT (Germany)

A B.Tech in mechanical engineering, Vedha did well in R&D but recognised her communication strengths and chose technical sales. She became a manager while still in her twenties.

The Interview Portal · <https://theinterviewportal.com/2025/08/06/technical-sales-and-marketing-professional-interview/>

Sai Kamat

Solutions Engineer, Mobius Labs

A biomedical engineering graduate from Mumbai, Sai could not find a core job in the recession, so he started by selling medical equipment. Combining tech and sales experience, he is now a solutions engineer in Berlin.

The Interview Portal · <https://theinterviewportal.com/2022/05/19/solutions-engineer-interview/>

10 Sources & further reading

1. Rajasthan Career Guidance: Sales Engineer — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b8%e0%a5%87%e0%a4%b2%e0%a5%8d%e0%a4%b8-%e0%a4%87%e0%a4%82%e0%a4%9c%e0%a5%80%e0%a4%a8%e0%a4%bf%e0%a4%af%e0%a4%b0-sales-engineer/>
2. AICTE — <https://www.aicte-india.org>
3. NPTEL (free online courses) — <https://nptel.ac.in>
4. National Career Service (NCS) — <https://www.ncs.gov.in>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

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