



⚡ Grounded in 8 sources

Sales Engineer: The Tech Sales Role That Pays for Both Brains and People Skills

A no-hype, evidence-backed guide to landing (and thriving in) a Sales Engineer job — with real-world pay, skills, and shortcuts from the field.

✈ Updated for 2026 📄 \$90,000 Median US base salary (Glassdoor, 2024)

📢 @jobhacki · JobHacki Community



Start Fast

Clear first steps you can take this week.



Real Sources

Built from people who actually did it.



Honest Numbers

Source-reported pay, costs, and risks.

[Get the Full Guide Vault →](#)

🔒 Includes checklists, scripts & source-backed insights

YOU WILL LEARN

- Who This Guide Is For
- Opportunity Snapshot
- Why This Job Is Worth Looking At
- What The Job Actually Does
- Pay Potential — The Real Numbers
- Requirements

Who This Guide Is For

This guide is for job seekers who want a high-paying tech role that mixes technical knowledge with people skills. If you're interested in tech but don't want to code all day, or you're a strong communicator with some technical chops, Sales Engineer could be your lane. Especially relevant for those coming from engineering, IT, or technical support backgrounds — or anyone with a knack for explaining complex products to non-technical people.

▶ MODULE 02

Opportunity Snapshot

\$80,000–\$125,000

Typical US base salary (Glassdoor, 2024)

2–4 weeks

Typical time from first interview to offer
(source: industry recruiters)

**Sales Engineer,
Solutions Engineer,
Pre-Sales Engineer,
Technical Sales
Engineer, Field Sales
Engineer,
Application
Engineer**

Search using these alternate job titles

High

Remote work availability (especially in SaaS/B2B tech)

▶ MODULE 03

Why This Job Is Worth Looking At

Sales Engineer roles pay well, offer strong job security, and are less saturated than pure sales or software engineering. You get the upside of tech salaries without needing to code full-time. Many companies (from SaaS startups to industrial firms) need people who can bridge the gap between technical teams and customers. Internal mobility is strong: Sales Engineers often move into Account Executive or Product roles (see @sammarelich: 'Sales Engineer → AE').

▶ MODULE 04

What The Job Actually Does

Sales Engineers act as the technical backbone of the sales process. You'll demo products, answer technical questions, build proofs-of-concept, and help sales reps close deals by translating customer needs into technical solutions. Expect to run product demos, respond to RFPs, and sometimes customize solutions on the fly. In SaaS, you'll often use tools like Salesforce, HubSpot, and demo environments. In industrial or hardware, you may be on-site with customers.

▶ MODULE 05

Pay Potential — The Real Numbers

\$80,000–\$125,000

Typical US base salary (Glassdoor, 2024)

**\$110,000–
\$170,000**

Total comp with commission/bonus (SaaS, source: Glassdoor, 2024)

\$60,000–\$85,000

Entry-level (0–2 yrs, source: BuiltIn, 2024)

Ramp: 12–24 months

Time to reach top 25% pay (source: recruiter data)

▶ **MODULE 06**

Requirements

Requirement	Details
Education	Bachelor's degree preferred (engineering, computer science, or related) but not always required
Experience	0–2 years for entry-level; 2–5 years for mid-level
Technical Skills	Familiarity with the product domain (e.g., SaaS, hardware, cloud, networking)
Communication	Strong written and verbal skills; ability to explain technical topics simply
Travel	Some roles require up to 25% travel (mostly for field or hardware roles)

▶ **MODULE 07**

Skills Needed

- 1 Technical literacy (can demo, troubleshoot, and explain products)
- 2 Persuasive communication (Stanford research: personalized, relevant messaging closes more deals)
- 3 Problem-solving (customizing solutions for unique customer needs)

4 Collaboration (work closely with sales, product, and engineering)

5 CRM and sales tools (Salesforce, HubSpot, Apollo, Lemlist mentioned in automation workflows)

▶ **MODULE 08**

Certifications or Licenses

Certification	Details
None required	Most Sales Engineer roles do not require formal certification
Optional: Vendor certs	AWS Certified Solutions Architect, Salesforce Certified, Cisco CCNA (can help in some verticals)
Optional: SaaS/CRM certs	HubSpot Sales Software, Salesforce Trailhead badges

▶ **MODULE 09**

Beginner Roadmap

- 1 Pick a product domain (SaaS, hardware, cloud, etc.) you can learn quickly.
- 2 Get hands-on with free trials or demos — e.g., sign up for Salesforce, HubSpot, or a SaaS tool in your target industry.
- 3 Watch 2–3 product demo webinars from real companies (search YouTube for '[product] demo for sales engineers').
- 4 Build a basic technical portfolio: record a 3-minute Loom video demoing a tool or walking through a technical solution.

- 5 Update your resume with keywords: 'Sales Engineer', 'pre-sales', 'technical demo', 'customer solutions', 'proof of concept'.
- 6 Apply to entry-level roles using alternate job titles: Solutions Engineer, Pre-Sales Engineer, Application Engineer.

▶ **MODULE 10**

7-Day Action Plan

- 1 Day 1: Research 10 companies hiring Sales Engineers in your chosen domain (use LinkedIn, BuiltIn, Indeed).
- 2 Day 2: Sign up for a free trial of a relevant SaaS or tech tool; explore its features and document your process.
- 3 Day 3: Watch 2–3 real product demo videos; take notes on how technical concepts are explained to non-technical audiences.
- 4 Day 4: Record a short Loom video demoing a feature or workflow (even if it's just a mock demo).
- 5 Day 5: Update your resume with targeted keywords (see section below).
- 6 Day 6: Send 3 tailored applications using the script below.
- 7 Day 7: Reach out to 2 current Sales Engineers on LinkedIn with a short, specific question about their day-to-day.

▶ **MODULE 11**

30-Day Action Plan

- 1 Week 1: Complete the 7-day plan above.

- 2 Week 2: Join a Sales Engineer or technical sales community (e.g., PreSales Collective, r/salesengineering on Reddit).
- 3 Week 3: Attend a virtual sales demo or product webinar; ask a question in the Q&A.
- 4 Week 4: Apply to 10–15 targeted roles using alternate job titles. Track responses in a spreadsheet.
- 5 Ongoing: Practice explaining technical concepts to a non-technical friend or family member.
- 6 Ongoing: If you get interviews, prep by researching the company's product and practicing demo scenarios.

▶ **MODULE 12**

Insider Secrets & Shortcuts

- 1 Don't overthink your technical background — transcript creators stress that you don't need to be a coder. Focus on your ability to learn and explain (see: 'we're not coders... you don't need to do all that').

- 2 For outreach, use hyper-personalized messaging (Stanford research: AI-written, personalized messages are significantly more persuasive than generic ones). Even a basic understanding of the target's psychological drivers boosts response rates.

- 3 If you're coming from engineering/support, highlight your ability to bridge technical and non-technical teams. Internal mobility is strong: Sales Engineer → AE or Product roles (see @sammarelich).

- 4 Avoid overcomplicating your workflow: transcript warns that adding too many tools or steps (e.g., overusing Clay/Apollo/Lemlist) can backfire and create maintenance headaches.

- 5 When applying, use alternate job titles: Solutions Engineer, Pre-Sales Engineer, Application Engineer, Field Sales Engineer. Many companies use different titles for the same job.

▶ **MODULE 13**

Exact Resume Keywords

- 1 Sales Engineer
- 2 Pre-Sales Engineer
- 3 Solutions Engineer
- 4 Technical Sales
- 5 Product Demo
- 6 Proof of Concept
- 7 Customer Solutions
- 8 CRM (Salesforce, HubSpot)
- 9 Technical Presentations
- 10 RFP Response
- 11 Cross-functional Collaboration

▶ **MODULE 14**

Copy/Paste Application Script

▶ **MODULE 15**

Interview Talking Points

- 1 Describe a time you explained a technical concept to a non-technical person.
- 2 Share how you handle tough technical questions from customers.
- 3 Give an example of building a proof-of-concept or demo under a tight deadline.
- 4 Talk about collaborating with both sales and engineering teams.
- 5 Show that you understand the product's value from both a technical and business perspective.

▶ **MODULE 16**

Red Flags / Scams To Avoid

Watch for These Red Flags

Avoid roles that require you to pay for 'training' or 'certification' upfront — reputable companies do not charge candidates. Be wary of jobs that are 100% commission with no base salary (unless you're experienced and comfortable with risk). If a job description is vague about the product or expects you to generate your own leads from scratch, it's likely not a true Sales Engineer role.

▶ **MODULE 17**

Source Notes

"Most people have no idea this is even happening. Getting persuaded by AI every single day in their social media feeds, in marketing emails, in sales conversations, and they don't even realize it. Stanford researchers wanted to test this... The result is that the AI version was just as persuasive and in some cases even more persuasive than the human version."

— AI Wins Every Argument (The 5 Psychology Techniques That Make It Work)

- [1] AI Wins Every Argument (The 5 Psychology Techniques That Make It Work)

- [2] AI Sales Automation with Claude: Full Lead Gen System (No Code)

- [3] how to make your first \$1,000 online with AI (No-BS Guide)

- [4] The Search Intent Email Scraping System (+15% Reply Rates)

- [5] 4 Terrible Mistakes to Avoid When Delegating Your Automation Agency

- [6] X post by @sammarelich

- [7] Glassdoor Sales Engineer Salaries (2024)

- [8] BuiltIn Sales Engineer Salary Data (2024)

▶ RESOURCE GUIDE

Resources, Certifications & Direct Links

Tap straight into search results, certification training, and paid apprenticeships for this path.

🔍 DIRECT SEARCH LINKS

Indeed — open roles

biggest board ↗

LinkedIn Jobs

apply + network ↗

ZipRecruiter

1-click apply ↗

Google — near me

local + niche boards ↗

Glassdoor — real salaries

verify pay ↗

Wellfound (startups)

startup roles ↗

🎓 Certifications & Training — direct links

2 free · 4 paid



Salesforce Administrator Free training, in-demand cert

Paid



ABRET EEG Tech (R. EEG T.)

Neurodiagnostic/EEG tech credential — \$78K+ path, 1-2yr

Paid



CompTIA Security+ / A+ / Network+ IT + cybersecurity entry certs

Paid



Google Career Certificates IT, data, cyber, UX, PM — no degree

Free



AWS Certified Cloud Practitioner Cloud entry cert

Paid



HubSpot Academy Free sales/marketing certs

Free



Hack

Set a saved-search alert on [Indeed](#) + [LinkedIn](#) for this exact term — new roles hit your inbox before they're crowded.








▶ TOOL GUIDE

Tool Stack — Organized by Category

Every tool for this path, grouped by category. Free tools first, paid last. Tap any logo to open it.




Outreach & Sales

2 free · 5 paid

	Apollo	B2B lead database + outreach	Free	↗
	Hunter	Find + verify emails	Free	↗
	Clay	AI lead enrichment + lists	Paid	↗
	Instantly	Cold email sending + warmup	Paid	↗
	Lemlist	Personalized cold outreach	Paid	↗
	LinkedIn Sales Navigator	Prospecting on LinkedIn	Paid	↗
	Smartlead	Cold email at scale	Paid	↗








CRM

1 free · 2 paid

	HubSpot CRM	Free CRM + pipeline	Free	↗
	Close	CRM built for calling	Paid	↗
	Pipedrive	Sales pipeline CRM	Paid	↗







Job Boards





7 free · 0 paid

	Indeed	Largest job board	Free	↗
	LinkedIn Jobs	Jobs + networking	Free	↗
	Remote OK	Remote jobs board	Free	↗
	USAJOBS	Federal government jobs	Free	↗
	We Work Remotely	Remote-only jobs	Free	↗
	Wellfound	Startup + tech jobs	Free	↗
	ZipRecruiter	Quick-apply job board	Free	↗

AI Assistants

5 free · 1 paid

	ChatGPT	Writing, ideation, prompts, drafts	Free	↗
	Claude	Long docs, reasoning, coding, agents	Free	↗
	Google Gemini	Google-integrated AI	Free	↗
	Perplexity	AI research with live sources	Free	↗
	Poe	Many AI models in one app	Free	↗
	Grok	X-integrated AI	Paid	↗

	Calendly	Booking / scheduling calls	Free	↗
	Google Sheets	Trackers + light CRM	Free	↗
	Loom	Screen-record pitches/looms	Free	↗
	Notion	Docs, dashboards, templates	Free	↗

Money tip

Stack the **free** tools first. Only pay once a tool is directly making or saving you money.

TABLE OF CONTENTS

- | | | | |
|----|------------------------------------|----|--|
| 01 | Who This Guide Is For | 02 | Opportunity Snapshot |
| 03 | Why This Job Is Worth Looking At | 04 | What The Job Actually Does |
| 05 | Pay Potential — The Real Numbers | 06 | Requirements |
| 07 | Skills Needed | 08 | Certifications or Licenses |
| 09 | Beginner Roadmap | 10 | 7-Day Action Plan |
| 11 | 30-Day Action Plan | 12 | Insider Secrets & Shortcuts |
| 13 | Exact Resume Keywords | 14 | Copy/Paste Application Script |
| 15 | Interview Talking Points | 16 | Red Flags / Scams To Avoid |
| 17 | Source Notes | 18 | Resources, Certifications & Direct Links |
| 19 | Tool Stack — Organized by Category | | |

THE JOBHACKI ARSENAL

This guide is 1% of what members get

The community unlocks the tools that do the heavy lifting for you:



OmniCut

Upload any video — get back a timestamped, cut-by-cut edit blueprint: hooks, vocal cues, effects and animation calls, all mapped to the viral frameworks behind our own content. You (or your AI editor) just follow the map.



JobHacki Resume Builder

Our exact one-page, recruiter-tested template — auto-built from your LinkedIn in minutes, exported as an editable doc + PDF.



JobHacki Readiness Simulator

Paste any job link. Get tested on what the role actually requires, see your readiness score, and get the fastest study path to close the gaps.



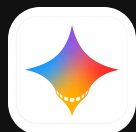
Atlas Directory

Every guide and career path we publish — refreshed by 24/7 AI researchers so you never act on stale info.

[Join the JobHacki Community →](#)

Join free today — founding-member pricing locks in before the tools go paid.

WHAT EACH TOOL ACTUALLY DOES



OmniCut

OmniCut watches your entire video the way an elite editor would — every frame, the full transcript, your offer and what you're actually selling — then runs it through the viral frameworks behind our own content. What you get back is a timestamped editing score: your video chopped into 10-second sequences, each with exact vocal cues, audio cues, effect calls and animation directions. Copy a sequence, paste it into Gemini Omni, and generate that cut — then the next, then the next, until the whole edit is done. Runs as a custom GPT inside ChatGPT (you'll need a ChatGPT account), purpose-built for Gemini Omni video editing the day it drops.



JobHacki Resume Builder

Drop in your LinkedIn (or paste your experience) and it rebuilds everything into the exact one-page format we use: tight summary line, education with the details recruiters scan for, metric-driven experience bullets, and the 10-category skills stack that beats ATS keyword filters. Out comes a polished PDF plus a fully editable doc — change any line later without starting over. Single-industry and multi-industry versions included.



JobHacki Readiness Simulator

Paste a real job posting link. The simulator breaks down what that role actually demands — skills, tools, terminology, scenarios — and tests you on it: multiple choice, written answers, even voice roleplay for interviews and sales calls. You get a Readiness Score out of 100 across skill match, tool match, communication and interview readiness, plus the exact study plan to close your gaps — linked straight to the guides, certs and resources that fix them.



Atlas Directory

The full living library: 100+ grounded, step-by-step playbooks across AI businesses, careers, trades, healthcare paths and side income — every one built from people who actually did it, never theory. Our AI researchers monitor hundreds of creators and sources around the clock, so tools, pay data and methods stay current. Search it, filter it, read online or download any guide as a PDF.

   jobhacki.com

Created by JobHacki · @jobhacki · JobHacki Community · Version 2026

Income figures in this guide are source-reported or estimates from real creators and practitioners — not guarantees. Income depends on location, skill, speed, and demand. Verify pay rates and offers before applying or buying.