



**ELECTRONIC  
SECURITY**

# Salesperson/ Estimator

## Career level



## Job Description

Salesperson/Estimators provide approximations of the time, money, materials and labour required to prepare a quotation for a specific project.



## On the Job

The Salesperson/Estimator is responsible for assessing and evaluating customer needs and providing accurate estimates for security system installations. Among the day-to-day job responsibilities include:

- Collaborate with sales team members and project managers to gather information on customer requirements, budgets, and project specifications.
- Conduct site visits to evaluate existing security systems, infrastructure, and potential installation challenges.
- Analyse customer requirements and propose suitable security solutions, including surveillance cameras, access control systems, alarm systems, and monitoring services.
- Prepare detailed cost estimates, considering equipment, labour, materials, and any additional services required.
- Present estimates and proposals to customers, addressing any questions or concerns they may have.
- Maintain knowledge of industry trends, technological advancements, and competitor offerings to provide up-to-date and competitive estimates.
- Collaborate with vendors and suppliers to obtain accurate pricing information and ensure timely delivery of materials and equipment.
- Assist with contract negotiations and coordinate with the project management team to ensure smooth transition from sales to installation phase.

## Salary & Benefits

Your starting salary can vary because of factors like level of experience, training, or location. Your salary as a Salesperson/Estimator may increase over time as you build skills, knowledge and experience.

**Weekly Pay:** \$1,600 – \$2,000

**Annual Pay:** \$85,000 – \$105,000

**Hours per week:** 38

**Hourly Pay:** \$43.00 – \$53.00



## Entry Qualifications & Training

Being part of the security industry requires an individual to undertake his/her responsibility with a high degree of professionalism.

The requirements to become a Salesperson/Estimator include:

- Must have previous experience in the security Industry, technician, sales, customer service



## Career Progression

With time and experience as a Salesperson/Estimator you can progress to a Senior Sales Estimator, Estimating Manager, Business Development Manager as well as executive positions such as Sales Director.



## Experience & Skills Required

Among the useful skills to highlight to your employer when applying for a Salesperson/Estimator role include:

- Comprehensive knowledge of security systems, including access control, video surveillance, intrusion detection, and fire alarm systems.
- Understanding of emerging technologies in the security industry, such as artificial intelligence, biometrics, and IoT devices.
- Familiarity with various security protocols, standards, and compliance regulations.
- Proven experience in sales, preferably in the security industry or a related field.
- Ability to analyse customer requirements and propose appropriate security solutions.
- Strong negotiation skills to establish pricing and contractual terms that align with both customer needs and company profitability.
- Proficiency in accurately assessing project scope, conducting site surveys, and evaluating security risks.
- Skill in creating detailed and persuasive proposals that effectively communicate the recommended security solutions and their benefits.
- Understanding of project management principles to estimate timelines, resource requirements, and potential constraints.
- Excellent verbal and written communication skills to interact with clients, sales teams, and technical professionals.
- Ability to build rapport with clients and understand their specific security concerns and objectives.
- Strong presentation skills to deliver compelling sales pitches and articulate complex security concepts in a clear and concise manner.
- Willingness to stay updated with advancements in security technologies, industry trends, and competitive offerings.
- Flexibility to adapt to evolving customer needs and changing market dynamics.
- Problem-solving mindset to analyse challenges and propose innovative security solutions.

## Getting Started

Salesperson/Estimator jobs are advertised under different job titles and can be found on online jobs or directly by employers. When looking on job boards, look for the following types of job:

**Estimator  
Sales**

## Useful Organisations and Links

- ASIAL  
[asial.com.au](http://asial.com.au)
- Security Licensing Information  
[asial.com.au/security\\_licensing\\_information](http://asial.com.au/security_licensing_information)
- Security Training Requirements  
[training.gov.au/Training/Details/PPP](http://training.gov.au/Training/Details/PPP)
- ASIAL  
**Contact Information**  
1300 127 425  
[contactus@asial.com.au](mailto:contactus@asial.com.au)



### Contact ASIAL

Security Industry House,  
41 Hume Street, Crows Nest NSW 2065  
1300 127 425  
[security@asial.com.au](mailto:security@asial.com.au)  
[www.asial.com.au](http://www.asial.com.au)

**Supporting members, promoting standards and safeguarding public interests.**

