



## The 13 Sales Engineering Commandments

1. Thou shalt sell solutions, NOT features.
2. Know thy prospect and thy audience.
3. Tis better to win than to be right.
4. Thou shalt not be a motor mouth.
5. Passion without preaching is thy mission.
6. Humor thy prospect and thine demo.
7. Thou shalt use ears and brain before mouth.
8. Know thy place on the team
9. Thou shalt know no fear.
10. Earn thy right to tell them more.
11. Thou shalt practice safe demo.
12. Thou shalt not make bull.
13. Know thy competition
14. Never outdress the salesrep.

(Based upon an original list created by Don Smith - WW VP of Pre-Sales @ Clarify)