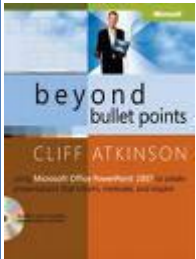


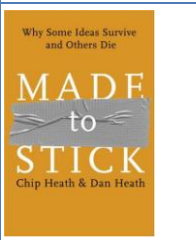



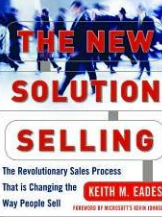
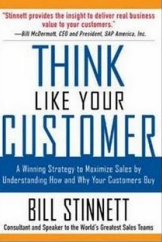
## Pre-Sales Engineering Specific Reading List

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|   | <p>"Beyond Bullet Points"<br/>by Cliff Atkinson</p>  | <p>Cliff shares his innovative three-step method that helps you unlock the amazing story buried in those bullet-riddled slides. He guides you, step by step, as you discover how to combine the tenets of classic storytelling with the power of projected media to create a rich, engaging experience. Learn techniques to help you clarify, visualize, and present your ideas so that your audience will remember your important message.</p> |
|   | <p>"Mastering Technical Sales - The Sales Engineers Handbook"<br/>by John Care/Aron Bohlig</p> | <p>Take your career to new heights by adding powerhouse sales and presentation skills to your technical background. This revised edition offers invaluable insights and tips for every stage of the selling process, explained step-by-step by a pair of technical sales pros with decades of eye-popping, industry-giant success under their belt.</p>   |
|   | <p>"Great Demo"<br/>by Peter Cohan</p>   | <p>Great Demo! provides sales and presales staff with a method to dramatically increase their success in closing business through substantially improved software demonstrations. It draws upon the experiences of thousands of demonstrations, both delivered and received from vendors and customers. The distinctive "Do the Last Thing First" concept generates a "Wow!" response from customers.</p>                                       |
|  | <p>"Made To Stick"<br/>by Chip and Dan Heath</p>   | <p>Ever wondered why some messages "stick" in your brain – and others don't? The Heath Brothers investigate this phenomenon and map it to a SUCCESS model. Simple, Unexpected, Concrete, credible, Emotional and bracketed with Stories. If that sounds like a recipe for success in presales demos and presentations you are absolutely right. This is a must-read for any SE who wants to stand out from the crowd.</p>                       |

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|   | <p>"Demo To Win"<br/>by Rob Riefstahl</p>             | <p>Riefstahl 's book is all about doing demos; what works and what doesn't for doing software demos in front of prospects. You won't find a lot about the overall sales process found in so many other books, just giving good demos and closely related information</p>   |
|   | <p>"The Evolving Sales Engineer"<br/>by Ed Levine</p> | <p>Written to provide SEs with proven behaviors, techniques, skills and mindsets that will enable them to excel given these emerging expectations. Generally a little dry and abstract.</p>  |
|   | <p>"Presentation Zen"<br/>by Garr Reynolds</p>        | <p>Please don't buy this book! Once people start making better presentations, mine won't look so good</p>  |
|  | <p>"Blink" by Malcolm Gladwell</p>                    | <p>Blink is about the first two seconds of looking--the decisive glance that knows in an instant. Building his case with scenes from a marriage, heart attack triage, speed dating, choking on the golf course, selling cars, and military maneuvers, he persuades readers to think small and focus on the meaning of "thin slices" of behavior.</p> |

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|   | <p>"Winning" by Jack Welch</p>                                       | <p>As the legendary retired CEO of General Electric, Welch has won many friends and admirers in high places. In this latest book, he strives to show why. Winning describes the management wisdom that Welch built up through four and a half decades of work at GE, as he transformed the industrial giant from a sleepy "Old Economy" company with a market capitalization of \$4 billion to a dynamic new one worth nearly half a trillion dollars.</p> |
|   | <p>"What Got You Here Won't Get You There" by Marshall Goldsmith</p> | <p>Goldsmith, an executive coach to the corporate elite, pinpoints 20 bad habits that stifle already successful careers as well as personal goals like succeeding in marriage or as a parent.</p>  |
|   | <p>"How To Win Friends and Influence People" by Dale Carnegie</p>    | <p>This grandfather of all people-skills books was first published in 1937. It was an overnight hit, eventually selling 15 million copies. How to Win Friends and Influence People is just as useful today as it was when it was first published, because Dale Carnegie had an understanding of human nature that will never be outdated.</p>  |
|  | <p>"The 7 Habits For Managers" by Stephen Covey</p>                  | <p>The proven principles of the 7 Habits are applied to leadership roles as Covey teaches managers and other leaders how to define their contributions, develop greater influence, leverage hidden resources, give constructive feedback, and unleash the full potential of their team against critical priorities.</p>  |

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|    | <p>"Crossing The Chasm"<br/>by Geoffrey Moore</p>                | <p>Geoffrey Moore makes the case that high-tech products require marketing strategies that differ from those in other industries. His chasm theory describes how high-tech products initially sell well, mainly to a technically literate customer base, but then hit a lull as marketing professionals try to cross the chasm to mainstream buyers. This pattern, says Moore, is unique to the high-tech industry.</p> |
|    | <p>"Permission Marketing"<br/>by Seth Godin</p>                  | <p>Godin argues that businesses can no longer rely solely on traditional forms of "interruption advertising" in magazines, mailings, or radio and television commercials. He writes that today consumers are bombarded by marketing messages almost everywhere they go. If you want to grab someone's attention, you first need to get his or her permission.</p>   |
|    | <p>"Good To Great"<br/>by Jim Collins</p>                        | <p>Jim Collins asked the question, "Can a good company become a great company and if so, how?" He explores the way good organizations can be turned into ones that produce great, sustained results</p>   |
|  | <p>"The Five Dysfunctions of a Team"<br/>by Patrick Lencioni</p> | <p>Details on Lencioni's "five dysfunctions" (absence of trust, fear of conflict, lack of commitment, avoidance of accountability, and inattention to results), along with a questionnaire for readers to use in evaluating their own teams and specifics to help them understand and overcome these common shortcomings</p>  |

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|  | <p>"First Break All The Rules"<br/>by Marcus Buckingham</p> | <p>In seven chapters, the two consultants for the Gallup Organization debunk some dearly held notions about management, such as "treat people as you like to be treated"; "people are capable of almost anything"; and "a manager's role is diminishing in today's economy."</p>   |
|  | <p>"The New Solution Selling"<br/>By Keith Eades</p>        | <p>Keith Eades provides an update to Bosworth's classic Solution Selling. After 10+ years the original is starting to show some wear, although it is questionable how much value this revision to the process actually adds.</p>   |
|  | <p>"Think Like Your Customer"<br/>By Bill Stinnett</p>      | <p>A simple down-to-earth explanation of why customers buy results and outcomes and NOT solutions. The first three chapters (70 pages) should be essential reading for everyone. If you are smart you will then finish the book. If you have ever struggled to explain to a rep exactly WHY Discovery is so important consider tis a teaching aid!</p> |
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