



# Mastering Technical Sales

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## Useful Links

*The official US Department of Labor definition of a Pre Sales Engineer*

*Are You Really Paid To Read 200 Emails A Day?*

*Become The Wizard Of The White Board : 12 Tips for Success*

*New Years Resolutions for Pre-Sales Engineers*



## Contact Us

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## MTS News - Pass It On!!

The **Mastering Technical Sales** community has now expanded to over 5,000 direct subscribers from 44 countries and continues to grow at an annualized rate of over 150%! The Second Edition of **Mastering Technical Sales: The Sales Engineers Handbook** is now in approaching the galley stage proof phase, with publication slated for August 2008.

## MTS/2e: The Blog



During April the MTS Blog will pick up in activity and postings as I will use that as the main mechanism to provide feedback and answer questions instead of email. There will also be links to all of the new April material and some multimedia postings later in the year.

The question for April is *"Many companies now utilize VMware as the standard environment to handle multiple demo copies and versions of their products. Are there any recommended best practices around this?"*

## Killing Off The PowerPoint Bullet

In the course of my crusade to kill off the PowerPoint bullet within sales and marketing presentations I came across some interesting research. **Dr. Richard E. Mayer**, in his book *Multimedia Learning*, presents an interesting



case for why the bullet point should be executed and put to rest. He compared the retention and transfer rates of similar presentations – a baseline set with standard bullets as compared to a media-rich, single point per slide alternative. He noted that memory rates related to actual content increased by 28%, and the ability of the audience to transfer their knowledge and utilize the new information presented increased by a massive 79%. This is due to the low

capacity of working memory in most humans, which limits the number of items we can concurrently focus upon to about three or four concepts.

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*"I've now been a Sales Engineer for a total of three months. After reading your book I felt like I had years of experience under my belt, and a place to go to get my dumb new girl questions answered."*

Stacey - Software Sales Engineer II ; Chicago, IL

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## April Talking Point - Become The Wizard of the WhiteBoard : The Top Twelve Tips



Using the white board to make a presentation, or even a single point, in a sales meeting is rapidly becoming a lost art. A simple Google search will give you millions of hits for PowerPoint best practices, and a mere handful for white boards or free-style drawing. Most of the hits will relate to using the white board in an educational or university style

setting, yet the use of a white board helps personalize any sales presentation and promotes interactivity in your meetings. So even if you have the artistic ability of a three-year-old and the handwriting of a doctor, read on to learn how to make The Perfect Pitch using a white board, and become the Wizard of the White Board.

[Read the entire article on our website](#)

## The Final Word



**Some Magical Keys.** There are two wonderful keys you should know about when you are using your laptop for a presentation or product demonstration. Firstly there is the F11 key, which is invaluable whenever you are showing a webpage. Using the F11 key will toggle your webpage into full screen mode, so that more of the page is visible. Secondly, there is the plain old vanilla "A" key. This is especially useful when using PowerPoint in full screen slideshow mode and you cannot find your mouse. Instead of jiggling your mouse you can press "A" and the cursor will magically re-appear!



**A Personal Introduction.** How often do you attend an internal meeting or training session and the instructor asks everyone to "introduce yourself and tell us a little bit about yourself"? Well – that is your opportunity to stand out from the crowd and give your own personal branding elevator pitch. Before one of these meetings, prepare yourself for the 30 seconds of fame, and also be ready to answer "what do you expect to get out of this class/meeting?"

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*Click here to receive your own copy of the Mastering Technical Sales Newsletter and the Monthly SE Talking Points.*

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