



Mastering Technical Sales

June 2008

Volume 2, Number 6

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Contact Us

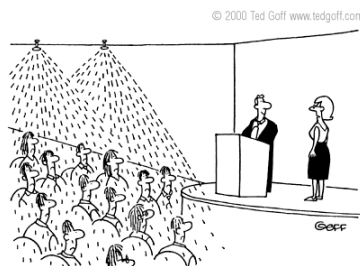
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MTS News - Sold Out on Amazon!!

The **Mastering Technical Sales** community has grown to over 5,000 readers after having **200 Emails A Day Talking Point** picked up by multiple blogs. **Mastering Technical Sales: The Sales Engineers Handbook** experienced a large surge in orders on Amazon.com - resulting in cracking the top 1,000 rankings, but we are now sold out until mid-June. It is still **available on bn.com** and from the Artech Publishers home page.

June Talking Point - Compelling Conclusions



"You're not allowed to use the sprinkler system to keep your audience awake."

It is a sad fact of presentation life that your audience will generally recall how you ended a presentation, rather than how you started it - assuming that they are still awake. It amazes me that so many Sales Engineers focus on starting off their presentations or demonstrations with the proverbial bang; an energizer, funny story, challenging fact etc. Yet they neglect the crucial final thirty seconds and potentially undo all the great work of the preceding thirty minutes. This

month we examine some ways NOT to end your presentation, and also, by contrast, a few methods to leave the audience pumped up and to have your key message truly resonate.

Read the entire article on our website

Really Dumb Sales Advice



Several weeks ago I participated in a Saturday morning presentation seminar at a local community college. I was stunned to watch one of the chairs talk about handling nerves by a combination of "picture them naked/look at their chins not their eyes and start with a funny joke". As she looked around the room we all felt very uncomfortable and

also wondered why anyone would use an unfunny joke. The point is that there is a lot of really bad sales advice out there and you need to be skeptical about everything you read. A truly naked audience would make me very nervous; looking at chins means you avoid eye contact and are viewed as untrustworthy; and my jokes are terrible. Maybe practice and then some more practice would help the nerves instead?

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"We implemented your RFP scoring methodology and have raised our win rate by 50%. Both revenue and SE morale are up. Thanks Again!"

Jason - Software SE
Director; Hong Kong

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The Best Sales Process For Sales Engineers



I was recently asked by a very successful software salesperson which sales process I thought was "the best" for an SE to use. You may be surprised by my response of "it really doesn't matter". There are so many systems out there, such as Miller-Heimann, TAS, Customer Centric Selling and Kappa, plus innumerable consultants who will teach you their own special system for a large sum of money – but from a Sales Engineering point of view it doesn't matter! Why? Because any sales process is the best friend of the SE organization as it brings discipline and a common vocabulary to sales opportunities. Since SE organizations are invariably more process-driven than their sales partners – it can only help as SE management can start to monitor and measure activity by opportunity, which prevents the dreaded "Dash To Demo" and "Push for POC".

More on this topic in the future as the July/August Talking Point feature on MTS.

The Final Word



Using Quotations. Quotes are very useful in two separate circumstances. Firstly, they are an excellent way to start, or conclude a presentation. Secondly they are often a more subtle and indirect way of getting a sales message across to a customer. Having a third-party reference or a competitive mine within the body of a presentation can be very powerful. After all, you may not want to dish the competition, but there is no reason why you cannot have an analyst company such as

Gartner, or even one of your corporate references point out one of your solution's strengths, which just happens to be someone else's competitive weakness.

Step Away From The Mouse. For those of you out there who perform webex-style remote demonstrations, just a reminder to take your hand off the mouse when you are speaking. Should you need to highlight something on the screen, use the built-in highlighting or drawing functions, rather than using the mouse (or even worse, your hand) as a directional pointer.



The Personal Elevator Pitch. Several months ago, the MTS Talking Point dealt with creating a personal elevator pitch for yourself, as well as your company's solutions. Have you scripted your sixty seconds yet?

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