



Mastering Technical Sales

March 2008

Volume 2, Number 3

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Useful Links

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

Microsoft's Zoom-It Utility

Corporate Sales Meetings: Give Me Liberty, Or Give Me Death (By PowerPoint)

New Years Resolutions for Pre-Sales Engineers



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MTS News - Pass It On!!

The **Mastering Technical Sales** community continues to grow as we now have over 600 international subscribers from countries as diverse as India, New Zealand, Thailand, South Africa, Belgium, the United Kingdom, France, Brazil and the UAE. Last month's Talking Point on **Corporate Fluff** really generated some interesting responses, and when time permits I will post some of the marvelous examples of fluff and drivel you emailed to us.

MTS/2e: The Second Edition



The Second Edition of the **Mastering Technical Sales: The Sales Engineers Handbook** is now in the last stages of editorial and peer review. The final chapters have been completed, and the publishing wheels of Artech Press start to turn, resulting in an eventual publication date during the late summer.

There has been a sudden surge of interest in purchasing the book, to the point that it became out of stock on Amazon after hitting **#688** on the Best-Seller list! The book is always available from the publisher, Artech, at **800-225-9977 x. 4030** while Amazon is restocking.

Zoom In For A Perfect Pitch

One of my pet peeves when watching a product demonstration or presentation is when there is a key point on the screen – and I cannot see it! This most frequently happens when using screenshots, or a section of an excel spreadsheet to make a **Very Important Point**. If the audience cannot see your VIP, it becomes a **Devastatingly Uninteresting Distraction** (yes – a DUD). Mark Russinovich of Sysinternals (part of Microsoft) wrote a great utility called **ZoomIt** which allows you to use a control key and literally zoom-in on a section of your screen. It is a wonderfully effective way to gain an audience's attention and direct them towards a specific VIP. Just practice with it beforehand otherwise you can make both yourself and the audience dizzy with the speed of the zoom-in and zoom-out.



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

"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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March Talking Point - Improving the Offsite Sales Meeting for Sales Engineers



We've all lived through, or in some cases barely survived, the traditional offsite sales meeting. Everyone – sales, sales engineering and a few random marketing, support and development folks – is crammed into a large, dark and window-less room. Further torture is then applied by using Death by PowerPoint for between two and four days.

This Talking Point addresses the offsite sales (or training) meeting from a Sales Engineering point of view. We may maim a sacred cow or two, and provide you with a few ideas about some radically different ways of planning, organizing and then running these meetings. Of course, if you are perfectly content to have your brain and your rear-end numbed by PowerPoint combined with uncomfortable seats and a possible hangover – you can stop reading right now.

Read the entire article on our website

The Final Word



Silencing The Cell Phones. Customers, or even your own colleagues, using Blackberries and cell phones during a sales meeting are now becoming an unprofessional and distracting fact of life. Instead of bluntly asking people to mute or turn their mobile devices off at the start of a meeting (which worked fine even two years ago) try this instead. Very ostentatiously take your phone out and place it on mute – and then say *"please don't forget to turn your phones back on when we've finished this meeting"*. It's a little more subtle and far more effective.



Web Casts – And This Is Me. One of the worst aspects of conducting a web cast, besides from competing with email, newspapers and a host of other distractions, is that to most of the listeners you are just an anonymous voice on the other end of the speakerphone. So, on your introductory slide, place your name, title, relevant certifications, and a small picture of yourself. The photo will immediately personalize you with the audience, you can use it as an ice-breaker if necessary (I am the one in the orange shirt!!), and capture audience attention for the first vital 30 seconds.

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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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