



Mastering Technical Sales

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MTS News - Pass It On!!

The **Mastering Technical Sales** community is still expanding thanks to being featured on Pragmatic Marketing and having the **200 Emails A Day Talking Point** picked up by multiple blogs. The Second Edition of **Mastering Technical Sales: The Sales Engineers Handbook** is now in the galley stage proof phase, with publication slated for August 2008.

The Trade Show 2 Minute Demo



Frequently in your career, you will be called upon to give a two minute demonstration. This is particularly true at trade shows and user groups, when you have that amount of time before you lose the audience. Try asking "what is most important to you about (...)" You may be surprised and have them respond by telling you exactly what their business or technical pain really is. Then take the next two minutes and show them, or tell them,

exactly how your solution solves their needs and requirements. Almost anyone is willing to give you two minutes, even if all they really want is the cool t-shirt or golf balls – plus you keep traffic moving through the booth!

Customer Vignettes and References



One common theme I have noticed in watching corporate style presentations is the lack of real customer stories. Almost every company has the infamous logo slide of all their major customers, often broken down by industry. Very few presenters really have any personal information about customers. Try visiting some of your existing customers (set a target of one a quarter) and see how they are using your solution. Then write that up as a simple 30-45 second conversational piece you can inject at any point in a product demonstration or presentation.

You gain instant credibility and reduce the prospects perceived risk by implicitly assuring them that someone else is successfully using a solution YOU were personally involved with.

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"The demo went flawlessly - for the first time ever! We were in and out in less than an hour. Our product looked easy to use, yet we covered every single requirement of the prospect. Thank you!

Bill - Software Sales Specialist; New York

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May Talking Point - The Elevator Pitch : Hitting All The Right Buttons



The Elevator Pitch holds a special place in the hearts of sales coaches everywhere. Imagine you are just leaving a meeting, and you end up on the elevator face to face with the CIO of that company you've been trying to break into for months. What do you say? You have 30 seconds to give your pitch and make that CIO curious enough to extend the relationship. Ready? Go!

An Elevator Pitch (EP) is a brief statement about who you are, what your business is, and why it is unique and special. Your target is that executive, decision-maker or audience who could potentially do business with you, if only they knew you existed. Everyone needs an EP, whether personally or professionally. So read on to learn how to punch the right buttons to gain the attention of your captive audience and *lift* yourself above the competition.

Read the entire article on our website

The Final Word

Powerful Questions. One of the great things about being a Sales Engineer is that you really are a sales person in disguise. That means you have the capability to ask your technical contacts some powerful questions which can help accelerate a sale. Some of my favorites are "what constraints should I be aware of as I configure our solution for your company?", "how will this impact your job/department?" and the good old standby "what happens if you don't do this?" You will often get a different viewpoint into the situation than your sales counterpart and may uncover some extremely useful information.



More Powerful Open-Ended Questions. There is a lot we can learn from history and the classics. I am reminded of Rudyard Kipling's *Six Honest Serving Men* from "The Elephant's Child":

*"I keep six honest serving men
(They taught me all I knew).
Their names are What and Why and When
And How and Where and Who."*

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