



Mastering Technical Sales

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You Know You're In Pre-Sales When ..

A Top Ten List For The Holidays

- 10: Everyone in the room waits for you to nod your head after the sales rep finishes speaking.
- 9: You have more email addresses than pairs of shoes.
- 8: The custom demo you worked on all week wasn't the product the customer was expecting to see.
- 7: You spend more time changing the settings on your laptop than using it.
- 6: The only people who call you after 3pm on a Friday are sales reps who need something urgently by 9am on Monday.
- 5: Every deal you are working on is going to be HUGE!! I promise!!
- 4: Your sales rep thinks "RFP" means Really Fast Paperwork
- 3: You have to use the showers in the customer's gym to freshen up before that 9am presentation of the POC results.
- 2: You have more servers in your basement than your customer has in their data center.
- 1: Not a single deal will be signed in 2010 without the involvement and expertise of everyone in the Pre-Sales Engineering Team!

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