



Mastering Technical Sales

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Mastering Technical Sales: Skill Building Workshops

MTS-100 : Sales Engineering Basics / Boot Camp Sessions

These customized sessions are designed to dovetail into your corporate sales boot camp and provide specific product and domain expertise training for Sales Engineers coupled with industry best practices. Most basic sales training curriculum focus on the sales person and only provide the Sales Engineer with additional technology expertise. Our MTS100 boot camp add-on's range from 3 hours to 3 days and cover topics such as:

-  Basic Presentation Mechanics
-  Delivering The Corporate Message
-  Turning Technology Differences into a Business Advantage
-  Setting up a Short Webcast Demo
-  Handling Specific Technical and Competitive Objections
-  Solution Selling Trials, Proofs of Concepts and RFP Responses
-  The Executive Connection
-  Making Powerful Points With PowerPoint
-  Establishing a Relationship with the Salesperson
-  White Boarding For The Sales Engineer

Reduce the typical 5-8 month ramp-up time of even an experienced hire by immediately linking, and effectively communicating, your technical solutions to customer business problems. Make your new hires immediately productive and able to participate in sales calls.



"I came back from basic sales training and was able to contribute to a successful sales call the next Monday!"

- New Hire Sales Engineer - Security Software Company