



Mastering Technical Sales

2037 Trowbridge Drive

Newtown, PA 18940

Phone +1-215-431-1552












info@masteringtechnicalsales.com

www.masteringtechnicalsales.com

Mastering Technical Sales: Skill Building Workshops

MTS-101: Customized Workshops/Seminars for Sales Kickoff Meetings

These customized sessions are designed to fit into your corporate sales kickoff or quarterly sales engineering update meetings and provide specific product and domain expertise training for Sales Engineers coupled with industry best practices. These seminars and workshops cater for any number of attendees and range from 1 ½ hours to 3 days, covering one or more of such topics as:

-  Basic Presentation Mechanics
-  Delivering The Corporate Message
-  Best Practices for Demonstrations in the Complex Sale
-  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
-  White Boarding For The Sales Engineer
-  Making Powerful Points With PowerPoint
-  Establishing a Relationship with the Salesperson



"Adding skills improvement training to our quarterly meeting was the highlight of the event. It made a big change from the usual corporate marketing Power Points and executive presentations"

Senior Director of Systems Engineering
Storage Company