



Mastering Technical Sales

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Mastering Technical Sales: Skill Building Workshops

MTS-102: The Demo Workshop

It's a simple idea - bring a team of Sales Engineers together, plus their current set of demos, presentations and whiteboard pitches. Share these pitches with us beforehand so we can do our homework. Optionally add in a representative from sales, product management and marketing.

We spend a couple of hours covering the Mastering Technical Sales *Perfect Pitch* concepts and best practices of presenting for the Sales Engineer. Then take the remainder of the day to deconstruct and rebuild those same demos, presentations and whiteboards based on these best practices.

The result is a set of highly memorable customer-facing artifacts that the SE team can immediately use to grab the customer's attention and drive the sales cycle faster. Here is what some of our customers and their customers have said:

"This workshop has completely changed our sales strategy. I'd say our win rate increased by over 10% as a result."

- *Presales Director, North America*

"Paid for itself the very next week"

- *Senior Manager, Americas*

"We had six CIOs in the room paying complete attention to us for an hour. The sales guys were amazed!"

- *Technical Consulting Manager, EMEA*

"Wow. You've got my attention. Keep going."

- *CIO, Consumer Products Company*

"We're no longer afraid to do remote demos. Our webcasts now have impact and are an essential part of our sales process."

- *VP, Global Solution Consulting*

Contact Mastering Technical Sales Today To Learn More And Schedule Your Workshop