



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-300: Solution Sales For Sales Engineers (S³E)

A sales methodology is the best friend of any sales engineering organization as it will inject discipline into the entire sales pursuit process. Yet current sales methodology classes focus 100% on the sales representative and practically ignore the Sales Engineer. Subjecting the SE team to four or five days of sales process training is both inefficient and ineffective.

Mastering Technical Sales has distilled each of the major sales methodologies (*) into two days of *WHTBD - What Has To Be Done* - style interactive training. Designed to replace and complement standard sales process training, the workshop explains how each phase of the sales cycle and each action of the sales team relates to the everyday functions of the Sales Engineer

Can your organization afford to have your SE organization tied up in a week of untargeted sales process training - or worse yet - skip the training entirely?

Workshop Outline

- The Basics
 - Selling In A Down Economy
 - Features, Advantages & Benefits
 - Sales Cycles and Phases
 - Diagnosis and Discovery
 - The Concepts of "Pain" or "Need"

- The Sales <Engineering> Process Applied To
 - Detailed Discovery
 - Presentations (Tech, Business and ROI)
 - RFIs and RFPs
 - Demonstrations
 - Mapping Success Criteria
 - Trials and Proofs
 - Value and Solutions
 - The SE Management Role



(*)*Solution Selling* ©
Customer Centric Selling ©
Miller-Heiman©
TAS©
(Each process is the copyrighted intellectual property of its owners and has no affiliation with MTS)