2020 Curriculum Listing

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SALES ENGINEER

CONSULTATIVE SELLING

CURRICULUM

Mastering Technical Sales

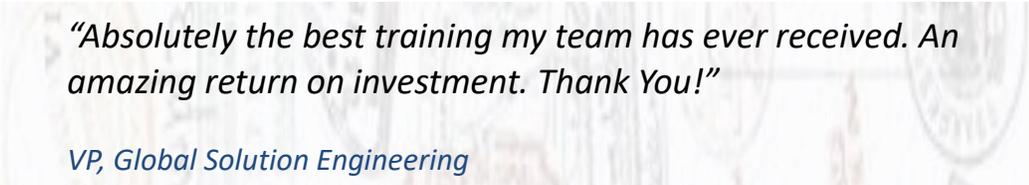# Consultative Selling For Sales Engineers – Outline Curriculum

This document provides a full listing of the various components of the Mastering Technical Sales curriculum of services and demonstrates how one organization selected the workshops in conjunction with their own internal training agenda to develop the Professional Skills of their World Wide SE Organization. It is an anonymous customized sample of how we work with SE teams to tailor the program to meet their specific needs and requirements.

The workshops are divided into four broad categories based on content and experience level.

Level	Type	Description
000 Level	Specialty Skills	Short sessions to grow a niche skill
100 Level	Foundational Skills	The Basics of Discovery and Presentations
200 Level	Applied Skills	Applying The Basics
300 Level	Advanced Skills	For the Senior SE or Transformative Organization
400/700 Level	Management Skills	Presales Leadership and Management specific classes

The overall philosophy and content of the workshops form the basis for the Professional Skills required to transform a presales organizations from "Pitching Products" to Selling Business Solutions as a Trusted Advisor. They usually are a mix of your own internal, Mastering Technical Sales and other external supplier classes over a 12-18 month period.

Through our partnership with Up2Speed each workshop is available in English, Korean, Japanese, Mandarin, plus Spanish. We lightly customize each module to include your terminology, products and services and, where applicable, build tailored case studies and exercise examples.

"Absolutely the best training my team has ever received. An amazing return on investment. Thank You!"

VP, Global Solution Engineering

Specialty Skills

MTS 075 – Remote Mastery Essentials

"Any questions?" The most typical and ineffective technique to "engage" a remote audience is pausing occasionally to ask "*any questions*" to which the response is almost always... silence. Does it mean there are no questions? Was the audience even listening? Are we moving the deal forward? Is anyone even out there?

Presenting and demoing remotely adds a challenging dynamic that requires extra effort to maintain engagement from the participants to ensure that they are following along, and most importantly are receiving and understand what we are presenting so they can be persuaded in our favor.

This workshop covers some of the essentials of remote presentations and demos to ensure we maximize the results of these sessions.

The 90-minute workshop is delivered virtually using the webinar tool.

Fundamental Skills

MTS 100 – Boot Camp/ New Hire Workshops (Custom)
(Varies 1-5 Days)

These customized sessions are designed to dovetail into your corporate sales boot camp or New Hire program and provide specific product and domain expertise training for Sales Engineers coupled with industry best practices. Most basic sales training classes focus on the sales person and only provide the Sales Engineer with additional technology expertise instead of job-related Professional Skills.

MTS 101 – Sales Kick-Off Mini Sessions
(Between 1-3 hours each)

Customized sessions that take selected and small mini-components of the MTS curriculum and drill down on one skill area for a highly interactive, exercise-filled workshop which is perfect for fitting into a busy SKO agenda.

MTS 102 – The Demonstration Workshop
(Usually 1 Day)

Bring a team of SE's together with their demos, presentations and whiteboards. Spend a couple of hours covering concepts of the Perfect Pitch, then take the remainder of the day to reconstruct those customer-facing artifacts according the best practices we just learnt. The result is a set of memorable customer pitches that will instantly grab and retain the customer's interest.

MTS 103 – The Demonstration Workshop
(Remote)

One of our trained facilitators sits in on a live customer-facing remote demo or presentation and assesses the content and delivery of your standard solution pitch. This improve the delivery of your unique selling points and remove extraneous filler to sharpen your message with our ACCELERATE methodology.

> *"One short, 30-second tip from a workshop changed my entire technique. Now I no longer dread the faceless remote demo."*
>
> *Senior Sales Engineer - Singapore*

MTS 104 – Business Discovery For Sales Engineers
(1 Day)

Discovery is the key to revenue – yet is often rushed. Just as in medicine, prescription without diagnosis is malpractice. How, as an SE, do you ask the right questions to get to the key business issues without diving down in the speed-and-feeds weeds? What are often missing are the capabilities to turn those issues into the three components of key business drivers. How, specifically, do you translate technical differentiators into Increasing Revenue, Reducing Cost, Satisfying Mission or Mitigating Risk? How do you deal with situations that don't feel right and when you can't quantify the business (or technical) impact of your solution? Discovery is the way a SE learns what goes into The Perfect Pitch from the viewpoint of the customer. This class also introduces the concept of back-of-the-napkin ROI and gathering financial evidence to determine the impact of the potential sale.

MTS 104V – Business Discovery For Sales Engineers (Virtual Delivery)
(Four modules over 2 Days)

This is the online, instructor -led version of our on-site MTS 104 workshop. Four Modules, each approximately 75-100 minutes in actual delivery length, allows for delivery, questions, discussion, side room exercises and feedback to engage the online students. We allot 120 minutes maximum for each module over two days.

MTS 105 – Presentation Mechanics For Sales Engineers
(1-1.5 Days)

A highly interactive class designed for 6-8 participants and deals with the mechanics and style of how to give "*The Perfect Pitch*" in a Technical Sales situation. There is a heavy focus on the Non-Verbal Communications aspect of a presentation, and how an SE can utilize these traits to control the room. Attendees are asked to prepare two 8-10 minute presentations before the class. One presentation may use PowerPoint; the second must utilize another form of media such as the whiteboard or posters. In addition, one presentation should be work/business related, and the second should be on a freely chosen personal subject to ensure domain expertise.

At the end of the class, each student is provided with a video collection of their "pitches" and will be presenting with greater confidence, and will be on their way to Mastering the Technical Sale.

Applied Skills

MTS 102/201 Workshop - Demos & Technology Discussions Mechanics
(1.5-2 Days: "Powering Up The Presentation")

By some estimates, every month over 300 million presentations and demos are delivered - designed to sell, convince, persuade or inform an audience. 290,000,000 of them fail. This workshop guides SEs through the structure, creation and delivery of The Perfect Pitch so that their customer facing time is both memorable and successful. Each SE starts with a technical demonstration/presentation that is gradually refined and simplified throughout the course of the workshop. Covers the mechanics of technology discussions, the 3by3by3 structure of a demonstration, best practices for webcasts and multiple techniques to power up the message – all mixed with multiple opportunities for an SE to present to his/her peers or the entire class and gain constructive group feedback.

MTS 202 The Webcast Workshop
(1 Day)

A session specifically designed for those SE's who spend a large amount of their time on the phone, dealing with customers via the internet. Covers demonstration and presentation techniques as they apply to remote situations. We base the class upon specific presentations and demonstrations the SE team provides which are then refined and adapted during the class.

MTS 204 – Selling Solutions For Sales Engineers
(2 Days)

This workshop is a more advanced and extended version of MTS 104 – Business Value Discovery. The focus is on discovering the underlying business issues of the client and then translating those issues into the technical business advantages of your solution. We expand the training into competitive differentiators, the true value of leveraging the features-advantages-benefit trio and matching resources, timeframes (and budget). The final module is a "prove it" session where each team puts together their best solution design and proposal/pitch in a simulated client environment.

> *"This is the perfect class to start the transition from a highly technical feature/function technical team into a more consultative business oriented approach. We also learnt a lot about ourselves!"*
>
> *Director, Systems Engineering – Europe – Networking Company*

MTS 205 Answering Questions (aka Objection Handling)
(1 Day)

A class that covers the fundamentals of answering customer questions (including why 90% of the time it really isn't objection handling). Looks at categorizing the question, a methodology for dealing with the question and the LACE mnemonic (Listen, Accept, Communicate, and Execute). The class also generates a top-20 list of questions and positive answers to them. Recommended for a mix of experienced and newer SE's.

> *"The SE's discovered how to understand the real question being asked, and why it was being asked – rather than immediately leap into the technology. What a difference! Now they truly answer questions instead of knocking down objections."*
>
> *Senior Vice President, WW Sales – SaaS Company*

MTS 223v Effective Remote Presentations & Demonstrations
(The virtual workshop is broken into four discrete modules, with an estimated run time of 5 ½ - 6 hours actual delivery and 8 hours with breaks.)

This is an online, instructor -led workshop is designed for sales engineers to improve their preparation and delivery skills for digital sales meetings. This 1day workshop is focused on applying the twin principles of value-based selling and attention theory to digital sales meetings requiring remote/virtual presentations and demonstrations. It is the virtual equivalent of MTS 201+202

MTS 302 White Boarding For The Sales Engineer (Still Our #1 Class!)
(1 Day)   *Escape From PowerPoint Fatigue!*

This 1-day class teaches you how to use a white board/ poster board, a flip chart or even the back of a napkin to sell your company, your services and yourself. Learn everything from the basics of how to stand and why colors are important to special techniques for speeding along the discovery process and making the "big picture" make sense. Finish the class knowing how to design and deliver your own 6-8 minute whiteboard vignettes so that your customer will say, "*I see what you mean*"!

> *"We threw away our standard corporate visit Power Point deck and ran a facilitated White Board session with the visiting CIO and her team. We discovered four new opportunities worth over $3m that we would never, ever, have known about otherwise!"*
>
> *Director, Sales Consulting – Western United States & Canada*

MTS 302v The Fine Art of White Boarding

(Half day virtual delivery of two modules)

This is an online, instructor -led version of our MTS 302 workshop designed specifically for Account Managers and Pre-Sales Engineers. The focus is on developing the planning and delivery skills to engage customers with Visual Selling instead of PowerPoint.

While the delivery of the workshop spans a half day, there are other requirements of the student. Pre-work is assigned to prepare students for effective learning during the session. Homework includes students uploading a video of a presentation. Our instructor/facilitator reviews the Visual Pitch offline and provides direct feedback in WWW/TALA structure. (WWW – What Went Well) and TALA (Take A Look At).

Advanced Skills

MTS 301 The Perfect Pitch Master Class
(1 Day: Recommended class size 8 or less)

A highly interactive and videotaped class dealing with fine-tuning the mechanics, style and content of "The Perfect Pitch". Designed for Senior and Principal Level Sales Engineers with the intent of turning them from A- presenters into A+ stars. This class incorporates non-verbal communication techniques, improvisational awareness and a working knowledge of attention theory.

MTS 303 White Boarding Design and Creation
(1-2 Days) - Requires MTS302

The workshop builds on the basics learnt in MTS302 and creates multiple presales specific whiteboards (usually product or solution set oriented) developed in conjunction with enablement and product marketing – and then delivers them to the field along with updated best practice training. Workshop can be physical or remotely delivered. (Uses the White Boarding sessions of *MTS302 – White Boarding For The Sales Engineer.)*

Either the class is based upon your existing white board layouts or we'll help you design and build a special layout for everyone to learn.

MTS 304 The Executive Connection
 (1 Day)

The job of an SE is more than being a technical presenter – sometimes you need to be in front of an IT or line of business executive and explain how/why your solution will be of benefit to them. The #1 "ask" of executives from their vendor's presales team is "*someone who understands my business*". So now you are in front of that exec – what do you do? This workshop focuses on succinctly summarizing technical and business concepts when in front of a customer (or even an internal) executive using a series of situational case studies.

MTS 306 White Boarding For Sales
(2-4 Hours)   *Escape From PowerPoint Fatigue!*

A half-day class, which teaches account executives the fundamental principles of white boarding and a standard "executive/big-picture" pitch to draw. You can provide the pitch or we can design it for you as part of the custom work on the class.

MTS 307 The Trusted Advisor Sales Engineer
(1 or 2 Days)

Becoming a Trusted Advisor is not as simple as it sounds, which is why so many organizations either never try, or make a half-hearted effort. Trusted Advisor – two words, five syllables and fifteen letters hide a massive complexity. For the first time ever, there is now a workshop specifically designed to start the Sales Engineering organization on the journey to becoming a Trusted Advisor.

The workshop focuses on developing the professional skills to modify both the behavior as well as the actions required for an SE to become a Trusted Advisor. The practical components of the class show how a TA would act during a sales cycle compared to a transactional SE when in front of a technical, business or executive audience.

The outcome of the class is an SE built measurement scale and The Trust Equation – which provides a quantifiable method to measure the degree of Trust established between the SE and the Customer.
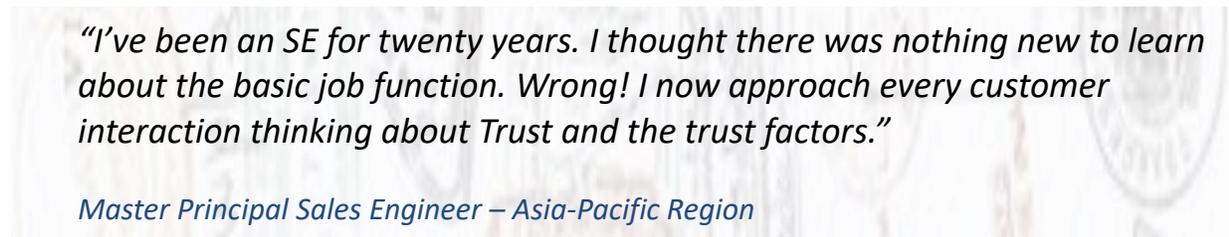
> *"I've been an SE for twenty years. I thought there was nothing new to learn about the basic job function. Wrong! I now approach every customer interaction thinking about Trust and the trust factors."*
>
> *Master Principal Sales Engineer – Asia-Pacific Region*

MTS 307v The Trusted Advisor Sales Engineer
(The virtual workshop consists of four modules with side room exercises delivered over two days)

This is an online, instructor -led version of our MTS 307 workshop designed specifically for Solution Architects / Pre-Sales Engineers. The focus is on the practical application of the professional skills required to assume the role of a Trusted Advisor with relation to their customers.

The virtual workshop has similar outcomes as the in-person workshop tailored for the virtual setting.

MTS 308 – The Trusted Advisor Account Executive
(1/2 to 1 Day)

A shortened, account manager-oriented version of the MTS 307 class. Intended for the sales partners of SE's who have attended the full class.

MTS 341 – Story Telling For The Sales Engineer
(1 Day)

The Storytelling module is an advanced level instructor led workshop designed to help you create a compelling message that is clear to your audience and helps them to take action on your ideas. You will learn how to put together a message that resonates with the audience and helps them to make decisions. Based on proven story techniques for delivering your message with impact and for handling an audience that may be resistant to your ideas.

This is beyond the standard presentation training (MTS 101/105). This workshop deals with skills of Persuasion and Advocacy in the face of very complex solutions. It focuses on the bigger picture and helps to engage the audience emotionally which gets the audience excited to buy into your idea

MTS 342 – The Improvisational Sales Engineer
(1 Day)

Improvisation ("Improv") isn't just being able to stand up in front of a crowd and tell jokes or act out funny stories. It's about providing logical structure, rules and thought processes to deal with whatever issues and problems customers and colleagues may throw at you. It also has the benefit of encouraging teamwork and collaboration between people who aren't always "wired" the same way.

The workshop teaches the basics of improvisational techniques, as applied to the role of the Sales Engineer. What to do when your demo crashes, when a PowerPoint is wildly inaccurate, when the audience interrupts you, when your sales partner asks you speak about a topic you know nothing about, or when the customer place you under time or deadline pressure.

MTS 345 – Negotiation And The Sales Engineer – Coming in late-2020
(1 Day)

Negotiation is usually thought of as a "salesrep" skill. Yet SE's negotiate every day. They negotiate about their time, their priorities, POC requirements, what to show in a demonstration, and even who does what in a sales cycle – all with minimal training. This workshop focuses on approaching negotiation as a learned skill, with specific SE case studies, role-plays and examples. Negotiation requires preparation, analytical and communication skills, all of which are part of the standard SE job role.

The content covers classic negotiation techniques ("Getting To Yes") blended with more scientific and high-stakes techniques ("Never Split The Difference"). This results in a more confident and professional SE, whether negotiating within their company, or with outside customers and partners.

MTS 350 – The Executive Connection (Improv Version)
(1-2 Days)

This workshop is a blend of MTS 304 – The Executive Connection, and MTS 342 – the Improvisational Sales Engineer. Originally developed as a custom class for one of our larger clients, it's designed to prepare SE's for dealing with executives (internal and external) in ad-hoc or stressful situations. Driven by a series of connected case studies, the SE learns the basic principles of improvisation and then directly applies them to real life situations.

The Video Series

We released a brand-new video series in late 2019. Each video is designed to act as "learning in the flow of work" and features a 4-8 minute summary of a number of Sales Engineering topics and well as some One Minute Tips.

The videos are designed to be hosted and incorporated into your corporate LMS system.

MTS VIDEO VIGNETTES – 2020 SERIES

#		MTS Book Chapter	Title	Contents
1		All	The Value Of A Sales Engineer	SE's have tremendous value in a Sales Cycle. That's what customers say .. and why it's a weapon we don't use enough.
2		All	What Customers Really Want (From An SE)	What mid to senior level execs in your customer base really want (and expect) from the SE.
3		5/6	Your #1 Competitor	The role of Risk in the Sales Cycle , and how DNI – Do Nothing Inc. is often your biggest competitor.
4		5/6	The Three Kinds of Customer Pain	Identifying the three main kinds of customer pain – Latent, Current and Vision ..
5		5/6	The Three Wise Men and their Big Sister	Almost every tech purchase has a business driver – one, or more, of Revenue, Risk and Cost.
6		All	The FABulous Sales Engineer	The simple concept of Features – Advantages and Benefits
7		5/6	5W+H Business Questions	A simple way to categorize business oriented questions.
8		17	Making The Executive Connection	You're in front of an exec, now what?
9		18	The Trusted Advisor Sales Engineer 1	What does Trusted Advisor really mean?
10		18	The Trusted Advisor Sales Engineer 2	And how can you measure it (and use it) in sales?
12		n/a	Reversing The Conversation	How to avoid talking techie until you know why the customer (or rep) wants you to talk tech.
13		8-11	The Power Of Three	A great technique to make a complex message easy to remember and understand
14		8-11	11 Signs That Your Demo "Sucks"	Some tactical things you can do to make the demo more memorable.

15			Storytelling And The Sales Engineer	The importance of storytelling and a quick template for powerful conversational customer reference stories.
16		16	Objection Handling (Answering Questions)	Why SEs answer questions vs handle objections. The different type of questions and some basics around how to handle/answer them.
20		12	WB Basics #1	The Lost Art of White Boarding – Part 1
21		12	WB Basics #2	The Lost Art of White Boarding – Part 2
22		8	The Perfect Sales Call	A suggestion for an easy, yet controversial, way to restructure a sales call to gain more attention.
900			*Top Ten*	*The Top Ten Reasons You Know You Are An SE*
OMT-1			*The 60 Foot Rule*	*A simple and basic guideline to improve your presentations*
OMT-2			*The Grey Dot*	*A neat way to handle animations and not to "over-click"*
OMT-3		*8-11*	*The Baked Cake*	*Start With The Most Important Thing For The Customer*

OMT = One Minute Tip

Management Workshops

Our Sales Engineering Leadership workshops are built around the dual frameworks of three fundamental role-specific imperatives for presales leadership and the five step SE lifecycle. Many of the management workshops are being structured for virtual delivery upon demand. The imperatives and lifecycle stages are:

#	Imperative
1	Develop And Serve Your People
2	Run Presales As A Business
3	Serve Your Customers

	SE Lifecycle Stage
R	Recruit
A	Attract
D	Develop
A	Advance
R	Retain

All of which require the basic skill – Rule 0:

Know Yourself (Manage Your Own Time)

MTS 401 Workshop – Metrics To Run The PreSales Business
(1 or 2 Days)

This workshop drills down upon the key metrics required to run pre-sales as a business. Many pre-sales organizations run blind on both a tactical and strategic basis, with only a short-term (but vital) emphasis on revenue. Using the Norton-Kaplan Balanced Scorecard methodology, revolving around People, Internal Process, Finance and Customers we help you prioritize and measure your key metrics. For example - can you answer?

What is the average cost of sale per opportunity?
How is that time actually spent?
What is your redo ("Mulligan") percentage?
Who are your most productive Sales Engineers?
What is your personnel retention rate? By job category?
If sales is ready to sell, who in the company is not?

What % of time is customer facing?
What is your RFP win rate?
How many training days per headcount?
What is your trial/Proof Of Concept conversion rate?
Which products are wastes of effort to sell?
Does training match pipeline?

"Thank you for a great 2-day workshop. Feedback from folks after you left was that this was one of the most productive workshops that they have been a part of. Your unbiased approach and your ability to bring to the table your vast experience was valuable beyond words. I look forward to continuing down this journey to ensure that we see this through!"
VP, Americas Solution Architects

MTS 402 – The Operational Sales Engineering Manager
(Varies 1-3 Days)

Specialized training for the Pre-Sales manager combines HR, Technology, Business and Financial best practices with innovative coaching and mentoring techniques. If your organization promotes its best individual performers into managers with minimal role-specific training this course will pay back in only weeks. Designed for current and potential first/second-line managers.

As a result of attending this class, SE Managers will learn:

0. To differentiate between being a former-super-SE and a manager of people.
1. To highlight the skills and behaviours to modify in order to progress further in the role.
2. Create a positive understanding and definition of what a SE leader does within the context of the sales organization. This typically replaces a vague "I know it when I see it" approach. We also further differentiate between managing and leading.
3. Re-Introduction and internalization of the 3 basic imperatives + RADAR
4. Relating the managerial role to customer and sales-facing situations
5. Generating, understanding and then utilizing metrics to run a proactive SE Organization.
6. Understanding how and when to ask for help.
7. To provide an outline Technical Account Plan construct.
8. To become an active and valuable part of the Sales QBR process

MTS 403 – Coaching: Demos, Technology and Cultural Discussions
(1-2 Day)

Feedback on a demo or a technology discussion should be more than:

"How did it go?"
"Fine" or "You did great!"

Customer-facing time is golden selling time – as a manager you need to be out there watching how your SEs present and then providing them with constructive and directive feedback so that they can get even better. In this workshop we present a methodology for managers to assess how their SE's are doing in delivering The Perfect Pitch. We also examines the basic concept of feedback; different methods to provide feedback based upon personalities and a way for the TC to obtain feedback even you are not present. Managers participate in role-plays, exercises and a few are asked to come forward so that others may practice their feedback techniques.

The two day delivery of this workshop explores how coaching can be more about the coach as it is about those managers coach. In this expanded workshop, we explore how to establish a culture of coaching, beginning with Rule 0, to include processes that drive toward making coaching stick.

MTS 405 – Develop and Serve Your People
(1.5 – 2 Days)

A custom workshop (as a follow-on to MTS402) with a focus on delivering and gaining acceptance of a proven, practical framework for generating the best results from your technical staff, earning their loyalty, and delivering a positive impact on your customers and partners. Designed for all levels of management from new Managers through Vice Presidents.

As a result of attending this class:

1. Technical Managers will gain understanding of the key elements of Leadership, Execution and Followership as they understand the market forces leading them to be more transformative technical managers. This understanding will assist them in attracting top talent from the market.
2. Managers will reinforce their learning of the 3 + 1 rules for successful management and leadership of their technical teams and critical cross functional relationships.
3. Managers will learn the five component factors of successful team motivation and how they align with driving successful business results.
4. Managers will workshop through a series of a) role-plays, b) small and table-sized exercises, and c) real-life case studies, to converge upon a practical implementation of a team management framework consistent with the business objectives of their teams and the culture of the organization.
5. We will exit the workshop with a jointly developed go forward plan for implementing this framework with accountability for execution.

MTS 407 – The Trusted Manager
(1 Day)

A stand-alone module within a larger two-day workshop "Creating a Culture of Coaching". The focus is on the practical application of the key elements of being an effective coach: Trust. Why it is required to execute the role of a Trusted Manager with their employees and cross functional colleagues and how to assess and build trust within new and existing team members.

MTS 411 – Strategic Leadership For SE Directors and Vice Presidents
(Under Development)

This class is intended for second and third line SE leaders. It focuses on the strategic side of the SE organization in terms of cross-functional efficiencies, overall branding, global participation & sharing, and higher-level metrics. We also incorporate multiple case studies and drill down on the coaching and mentoring of first line SE Managers.

Feedback And Measurement

One consistent feedback mechanism during each session is that of Monday Morning Behaviour. Each SE is encouraged to think and then document how they will behave differently when back in their home office the following Monday[1]. This list should be reviewed by their immediate manager and incorporated into an individual plan. Each SE will graduate from the curriculum with

A. The specific professional skills required to engage the customer in each of the standard SE work areas:

    Discovery
    Building Customized Content
    Presentations - Physical and Virtual
    Demonstrations
    White Boarding
    Handling Questions
    The Executive Connection
    Written Communications

B. An electronic collection of short 6-10 minute video vignettes of their performance during each workshop.

C. A Report Card detailing performance during each workshop, plus WWW/TALA commentary for their manager. (What Went Well, Take A Look At)

D. Optionally, a structure to provide a presentation for certification purposes should you require such a system.

E. A comprehensive "Monday Morning Behaviour" list for potential inclusion in their quarterly and annual performance plans

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[1] Or Sunday – depending upon your location.

Mastering Technical Sales - Basic Course Listing

Course	Description	Virtual Session	Manager Mini Session?	Booster Shot Sessions?
MTS075	Remote Mastery Essentials	YES		
MTS100	PreSales Engineer Boot Camp / Custom Workshops / New Hire		YES	YES
MTS101	Sales Kick-Off Custom Mini-Sessions		YES	
MTS102	The Demo Workshop		YES	YES
MTS103	Demonstration/Presentation Assessment			YES
MTS104	Business Discovery For Sales Engineers	YES	YES	YES
MTS105	Presentation Mechanics (Entry Level)			
MTS201	The Perfect Pitch - Presentation Mechanics		YES	YES
MTS202	Remote Demo / Presentation Workshop		YES	YES
MTS204	Selling Solutions For Sales Engineers (S3E)			YES
MTS205	Handling Questions or "Objections"		YES	YES
MTS223v	Effective Virtual Demos And Presentations	YES		
MTS301	The Perfect Pitch Master Class			YES
MTS302	White Boarding For The Sales Engineer	YES	YES	
MTS303	White Board Design and Creation			YES
MTS304	The Executive Connection		YES	YES
MTS306	White Boarding For Sales		YES	
MTS307	The Trusted Advisor Sales Engineer	YES	YES	YES
MTS308	The Trusted Advisor Account Executive		YES	YES
MTS322	White Boarding - Advanced / Master Class		YES	YES
MTS341	Story Telling For The Sales Engineer			
MTS342	The Improvisational Sales Engineer		YES	
MTS345	*Negotiation And The Sales Engineer (late 2020)*		*YES*	
MTS350	The Executive Connection (Improv Version)			
MTS401	Leadership - Metrics To Run The Presales Business	YES		YES
MTS402	Leadership - The Operational SE Manager	YES	YES	YES
MTS403	Leadership - Feedback Model for Demo/Presentations			YES
MTS405	Leadership – Develop And Serve Your People	YES		
MTS407	Leadership – The Trusted Manager	YES	YES	YES
MTS411	*Leadership – Strategy and Effectiveness for 2nd Line Managers*			

Manager Mini Session is a 30-60 minute review of the class, Monday Morning Behavior introduction and discussion of areas for feedback/measurement and monitoring

Booster Shots are webcasts, phone calls and/or newsletters that emphasize current training and provide a few extra tips and techniques after the workshop is completed

A Sample Curriculum

This is an example of a sample (anonymized) curriculum designed with one of our long time customers that blended together their own internal, Mastering Technical Sales and other external supplier classes. These particular steps are delivered as a Core Total of 8-10 days over a 24 months period. The broad development steps were:

1. Baseline all of the SE team with the 100-Level Presentation Mechanics and Discovery Classes.
2. Follow with 200-level Demo/Technical Discussions and Presentations, 300-White Boarding and Objection Handling Modules. Webcast Best Practices are optional depending upon the sales requirements.
3. Graduate from the curriculum with the advanced 300-Level Trusted Advisor and Executive Connection Class and Story Telling if appropriate.
4. For Current and Prospective Managers, the MTS 402 Leadership Workshop and MTS 403 Coaching Workshop are highly recommended as a supplement to individual skills.

OUTLINE CURRICULUM FOR THE SALES ENGINEER

Fundamentals		Applied Skills		Advanced Skills
MTS 105 Presentation Mechanics		MTS 102 Demo Workshop		**MTS 304** The Executive Connection
MTS 104 Business Discovery		**MTS 201** Powering Up The Presentation		**MTS 307** The Trusted Advisor Class
Basic Technical Product and Services Training		**MTS 205** Answering Questions		Vertical Subject Matter Expertise
Sales Methodology Overview		**MTS 302** White Boarding		Negotiation
Vendor Training (MSFT, ORCL Cisco etc.)		MTS 202 Webcast Best Practices		Master Level Certifications (Architect/SME)
Account Planning (incorporating sales techniques such as MEDDIC etc.)		Certifications (CISSP,ITIL,CPA, PMP etc)		**MTS 341 Story Telling**
Written Communications (i.e. RFP, ROI, Quotes)		Financial Acumen		MTS 301 Presentation Master Class
		2nd Level Technical Product and Services Training		

Base Classes
Optional Classes
Customer Classes