The Mastering Technical Sales Video Series

Now for the first time we've recorded some of John's sessions and they are available on video. Each session lasts between 15 and 25 minutes and is a great addition to an SE onboarding, certification or learning development program.

1. Risk And the Sales Engineer.

What is the true role of the SE during a sales cycle? Is it really just to provide technical validation, to perform demos and to secure the technical win? No, one of the key outcomes from the SE's efforts should be to reduce perceived risk from the customer's viewpoint and accelerate the deal by removing doubt from the customer's decision making process. This session is designed to make the SE think about risk from the customer's viewpoint, and how to reduce that perceived risk in the different stages of the sales cycle.

Key Learning Outcomes
  I. *Understanding the four customer concerns of price, needs, solution and risk.*
  II. *The role of the SE in each of the four areas and why risk is equally important as solution.*
  III. *How the SE can reduce the perceived risk of purchasing from your company.*

2. Beating Your #1 Competitor.

40% of deals that touch that touch the top of the pipeline are won by "No Decision" – it's your biggest competitor. Every sales methodology deals with the concept of customer "pain". Raising the pain level that a customer feels surrounding their key business issues, while simultaneously increasing the perceived risk of doing nothing is a great way to accelerate a deal through the pipeline. This session looks at ways for SEs to amplify the customer pain and to lock out the competition while doing so.

Key Learning Outcomes
  I. *Internalizing that No Decision Inc. is a major competitor.*
  II. *How to raise the customer's perceived pain of doing nothing.*
  III. *Proactively locking out the competition is better than reacting to the competition.*

3. The Perfect Sales Call.

This session looks at some ideas for re-arranging the structure of a traditional sales call, based on the science and research of attention theory. A series of suggested exercises provide the sales team with an opportunity to consider restructuring their sales calls, re-arrange their material and re-engineer their demo or presentation. The output is a clear, concise and memorable presentation or demonstration instead of a rehash of confusing marketing, training and custom content.

Key Learning Outcomes
  I. *Applying Attention Theory by maximizing the use of the Golden Minutes.*
  II. *Techniques to create a "heartbeat" in the sales call.*
  III. *How to persuade sales to make a change.*

4. **The Three Drivers of Technology Purchases**

Every single technology purchase is driven by one of three business drivers. They are "Increase Revenue", "Decrease Costs" and "Mitigate (Decrease) Risk". This session focuses on tying the technology back to the business drivers to make the most of your technical strengths. It also looks at how CIOs never buy products, and never (despite what marketing says) buy solutions – they buy results and outcomes.

Key Learning Outcomes
   I.   *Creating personal examples of the three business drivers.*
   II. *Tying their personal examples to competitive differences.*
   III. *Executives focus on outcomes and results instead of technical solutions.*

5. **The Sales Engineer as Trusted Advisor – Part 1**

Trusted Advisor is one of those phrases that everyone uses, but is rarely defined for an SE, and never clearly expressed as a set of actions that can be put into practice. Part 1 looks at getting a clear picture of the trusted advisor position, and how to start the process of transitioning to a trusted advisor role with key influencers inside customer organizations.

Key Learning Outcomes
   I.   *What Trusted Advisor really means.*
   II. *The financial implications of a true Trusted Advisor organization.*
   III. *What you do next.*

6. **The Sales Engineer as Trusted Advisor – Part 2**

Part 2 continues with a methodology to define the five component parts of trust, and provides a simple and practical way to measure those components. This allows the SE to develop a "Trust-score" for their customer relationships to track their progress and set strategies for continuing to develop the trusted advisor role.

Key Learning Outcomes
   I.   *CRISP – The five-component trust equation.*
   II. *Creating "T' scores with your customers – and what they mean.*
   III. *Leveraging the Trust for mutual advantages.*

The complete set of six videos, plus a short introductory video from John Care, are available as a collection in Mobile, SD, HD and full screen MOV style formats.

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