



BEST PRACTICES FOR THE SALES ENGINEER

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A Tip A Day To Keep The Webcast Blues Away

1. Place a professional picture of yourself on your introduction slide for personalization.
2. Write a brief 3-5 sentence bio so that others can consistently introduce you.
3. Place a photo of a large group of people on the desk in front of you as a fake audience.
4. You have 3 minutes to make an impact, don't waste that time on trivia and details.
5. Start with a "grabber/energizer" slide to get people's attention.
6. Don't make webcasts the default. Can you use a video-cast or just a phone call?
7. Buy a good headset and microphone. Never use a speakerphone.
8. Stand up when presenting to make it feel more natural.
9. Ask questions of the audience. Frequently.
10. Call people out by their first name if you know them.
11. Always know who is on the other end of the webcast.
12. Email your 2-3 key slides to your contact beforehand and ask that they be distributed.
13. Check the volume and screen resolution beforehand. Better - have the rep do it!
14. Get a 2nd monitor/laptop to check on response time and slide movement.
15. Establish an IM back-channel with other members of your sales team.
16. Do not run the IM channel on the computer you are using to present!
17. Speak less than 50 minutes for a technical audience, 30 for a business audience.
18. Never, ever, ever finish with "any questions?". Always have a wrap-up story prepared.
19. Practice and rehearse your presentation. Then do it again. And again!
20. Don't cover too much in the session. Have one major takeaway, with three sub points.
21. Have a script or an outline. Don't wing it. Tell stories!
22. Keep your slides simple. Avoid builds and "eyecharts".
23. Use visuals and only a few key words or facts per slide for business people.
24. For a demo, make your mouse dark black and double its size so people can follow you.
25. For a demo, avoid showing logins and basic security.
26. For every slide and screen ask yourself "So What?" and "Who Cares?" Have an answer!
27. Interject an abrupt change, mini-attention-getter or new subject every 8-10 minutes.
28. Can You Whiteboard or draw on a slide for an attention-getter?
29. Be enthusiastic. Smile. Imagine you have just received good news.
30. Make a recording of yourself so you can listen and improve the next time.
31. Set an objective for the session. Decide what behavior and actions you want the audience to take after you have finished speaking. Then measure your success.