



## OPTAM DOMAINS OF EXCELLENCE MATCH

*MASTERING TECHNICAL SALES*

*3<sup>rd</sup> Edition & Current Curriculum*



Domain	MTS3e Chapters	MTS Curriculum (Classes)
Sales Process	All: Chapters 2-14; 16-19	MTS 109 – Technical Account Planning MTS 600 – The Video Series MTS 100 – The SE Boot Camp
Needs Analysis and Discovery	5 – Needs Analysis And Discovery 6 – Business Value Discovery 19 – ROI/ Doing The Math	MTS 104 – Business Value Discovery MTS 109 – Technical Account Planning
Customer Engagement	7 – Successful Customer Engagement 14 – Sanity After The Sale 18 – The Trusted Advisor	MTS 307 – The Trusted Advisor SE
Presentations	8 – The Perfect Pitch 11 – Remote Webcasts 12 – White Boarding 17 – The Executive Connection	MTS 201 – The Perfect Pitch MTS 202 – Remote Webcasts MTS 302 – White Boarding MTS 304 – the Executive Connection
Objection Handling	16 – Managing Questions	MTS 205 – Answering Questions
Demonstrations	9 – The Dash To Demo 10 – Snap Demos 11 – Remote Webcasts	MTS 102 – Demo Workshop MTS 202 – Remote Webcasts
Evaluations	13 - Evaluations	n/a
Competitive Tactics	22 – Competitive Tactics	n/a

## Mastering Technical Sales - Basic Course Listing

Course	Description	Manager MiniSession?	Booster Shot Sessions?
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
MTS109	Technical Account Planning		
MTS201	The Perfect Pitch - Presentation Mechanics	YES	YES
MTS202	Remote Demo / Presentation Workshop	YES	YES
MTS204	Business Value Discovery/Selling Solutions - Extended	YES	YES
MTS205	Handling Questions or "Objections"	YES	YES
MTS301	The Perfect Pitch Master Class		YES
MTS302	WhiteBoarding For The Sales Engineer	YES	
MTS303	WhiteBoard Design and Creation		YES
MTS304	The Executive Connection	YES	YES
MTS306	WhiteBoarding For Sales	YES	
MTS307	The Trusted Advisor Sales Engineer	YES	YES
MTS308	The Trusted Advisor Account Executive	YES	YES
MTS310	Selling With Partners (Custom Class)		
MTS313	WhiteBoarding : (Electronic) Applied Techniques		
MTS322	WhiteBoarding - Advanced / Master Class	YES	YES
MTS341	Story Telling For Sales Engineers		
MTS402	PreSales Leadership Management & Coaching	YES	YES
MTS403	PreSales Leadership - Feedback Model for Demo/Presentations	YES	YES
MTS701	Metrics To Run The Presales Business		YES

Manager MiniSession 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