

#	Length	MTS4 ^e Book Chapter	Title	Contents
1	02:58		Monday Morning Behaviour	How to extract maximum value from this video series (and any other training)
2	05:05	All	The Value Of A Sales Engineer	SEs have tremendous value in a Sales Cycle. That’s what customers say .. and why it is a weapon we don’t use enough.
3	05:32	20	What Customers Really Want (From An SE)	What mid to senior-level execs in your customer base really want (and expect) from the SE.
4	08:10	6/7	Your #1 Competitor	The role of Risk in the Sales Cycle and how DNI – Do Nothing Inc. is often your biggest competitor.
5	06:15	6	The Three Kinds of Customer Pain	Identifying the three main kinds of customer pain – Latent, Current, and Vision.
6	06:22	7	The Three Wise Men	Almost every tech purchase has a business driver – one, or more, of Revenue, Risk, and Cost.
7	05:17	8	The FABulous Sales Engineer	The simple concept of Features – Advantages and Benefits
8	09:29	7	5W+H Business Questions	A simple way to categorize business-oriented questions.
9	11:19	20	Making The Executive Connection	You’re in front of an executive. Now what?

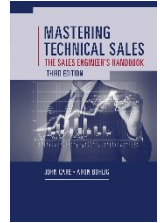
10	12:05	19	The Trusted Advisor Sales Engineer 1	What does Trusted Advisor really mean?
11	14:20	19	The Trusted Advisor Sales Engineer 2	And how can you measure it (and use it) in sales?
12	08:10	6/7	Reversing The Conversation	Avoid talking techie until you know why the customer (or rep) wants you to talk tech.
13	04:01	10-14	The Power Of Three	A great technique to make a complex message easy to remember and understand
14	07:27	10-14	11 Signs That Your Demo Sucks	Some tactical things you can do to make the demo more memorable.
15	05:51	16	Storytelling And The Sales Engineer	The importance of storytelling and a quick template for powerful conversational customer reference stories.
16	08:24	18	Objection Handling (Answering Questions)	Why SEs answer questions vs. handle objections. The different types of questions and some basics around how to handle/answer them.
20	17:06	15	WB Basics #1	The Fine Art of White Boarding – Part 1
21	14:59	15	WB Basics #2	The Fine Art of White Boarding – Part 2
22	08:30	10	The Perfect Sales Call	A suggestion for an easy yet controversial way to restructure a sales call to gain more attention.
OMT-1			<i>The 60 Foot Rule</i>	<i>A simple and basic guideline to improve your presentations</i>
OMT-2			<i>The Grey Dot</i>	<i>A neat way to handle animations and not to “over-click.”</i>
OMT-3		8-11	<i>The Baked Cake</i>	<i>Start With The Most Important Thing For The Customer</i>

OMT = One Minute Tip



The Mastering Technical Sales Video Series

Pricing Schedule – 2022



Number Of Users	Price Per User	Total Investment	Notes
1 - 20	\$ 139	\$ 2,780	
21 - 100	\$ 129	\$ 12,900	
101 - 200	\$ 119	\$ 23,800	
201 - 400	\$ 109	\$ 43,600	
401 - 600	\$ 99	\$ 59,400	3 year payment option
601 - 1000	\$ 85	\$ 85,000	3 year payment option
1000+	Contact us for Corporate Licensing		

Notes:

1. Pricing includes the complete set of videos. Approx. 2.5 hours running time.
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