

#		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	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			<i>Top Ten</i>	<i>The Top Ten Reasons You Know You Are An SE</i>
<i>OMT-1</i>			<i>The 60 Foot Rule</i>	<i>A simple and basic guideline to improve your presentations</i>
<i>OMT-2</i>			<i>The Grey Dot</i>	<i>A neat way to handle animations and not to “over-click”</i>
<i>OMT-3</i>		8-11	<i>The Baked Cake</i>	<i>Start With The Most Important Thing For The Customer</i>

OMT = One Minute Tip