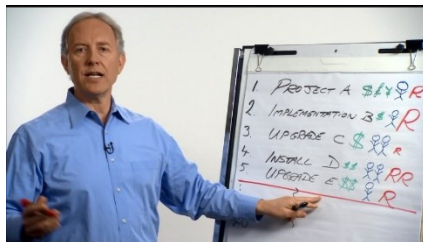


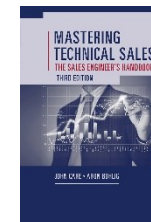
#	Length	MTS Book Chapter	Title	Contents
1	02:58		Monday Morning Behaviour	How to extract maximum value from this video series (and any other training)
2	05:05	All	The Value Of A Sales Engineer	SE's have tremendous value in a Sales Cycle. That's what customers say .. and why it is a weapon we don't use enough.
3	05:32	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.
4	08:10	5/6	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	5/6	The Three Kinds of Customer Pain	Identifying the three main kinds of customer pain – Latent, Current and Vision ..
6	06:22	5/6	The Three Wise Men	Almost every tech purchase has a business driver – one, or more, of Revenue, Risk and Cost.
7	05:17	All	The FABulous Sales Engineer	The simple concept of Features – Advantages and Benefits
8	09:29	5/6	5W+H Business Questions	A simple way to categorize business oriented questions.
9	11:19	17	Making The Executive Connection	You're in front of an executive, now what?
10	12:05	18	The Trusted Advisor Sales Engineer 1	What does Trusted Advisor really mean?

11	14:20	18	The Trusted Advisor Sales Engineer 2	And how can you measure it (and use it) in sales?
12	08:10	n/a	Reversing The Conversation	How to avoid talking techie until you know why the customer (or rep) wants you to talk tech.
13	04:01	8-11	The Power Of Three	A great technique to make a complex message easy to remember and understand
14	07:27	8-11	11 Signs That Your Demo Sucks	Some tactical things you can do to make the demo more memorable.
15	05:51		Storytelling And The Sales Engineer	The importance of storytelling and a quick template for powerful conversational customer reference stories.
16	08:24	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	17:06	12	WB Basics #1	The Fine Art of White Boarding – Part 1
21	14:59	12	WB Basics #2	The Fine Art of White Boarding – Part 2
22	08:30	8	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 – 2021

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 full set of videos. Approx. 2.5 hours running time.
2. Videos are exclusively for your corporate use, which specifically excludes partner and/or third-party training.
3. No time limit on license. Hosted in your LMS system.

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