



# Pre-Sales Performance Excellence

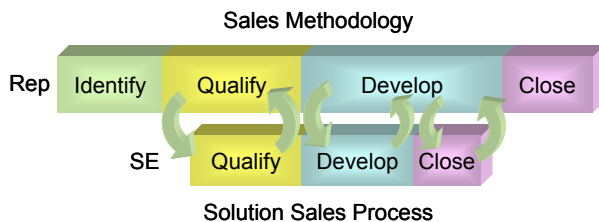


We help Sales Engineers (SE) achieve fast and predictable 'Solution Closure'

## Introduction

All sales organizations follow some kind of business focused sales cycle using the steps outlined below. Many have a highly evolved sales methodology with supporting tools that are completely integrated and woven into their operations.

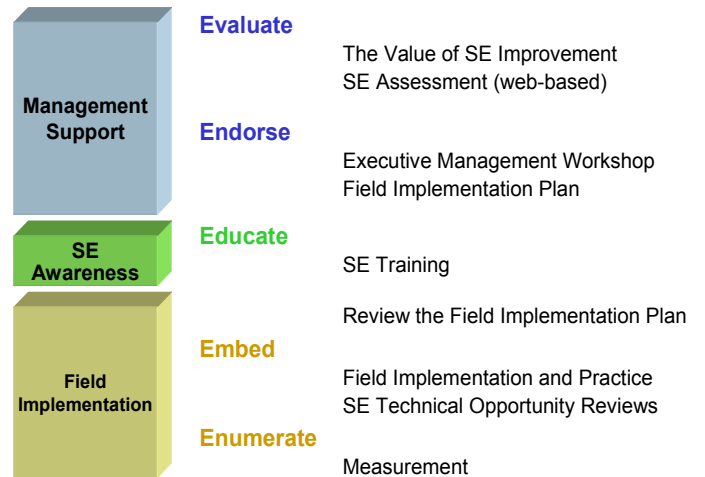
However, even companies who have a mature sales methodology sometimes fail to put the same level of rigor in the pre-sales 'Solution Sales Process'. This process "plugs into" the Business Sales Cycle and operates with it in parallel.



Since 1997, **salesengineering.com** has been filling the pre-sales process gap with a unique SE Skills Improvement Program. The program uses proven patent pending training, services, and tools developed specifically to address the SE's unique technical role in the solution sales cycle.



## SE Skills Improvement Program



## Customer Quote

"We received an order for \$110K from a new customer last week and the Technical Opportunity Plan from salesengineering.com played a critical role in the success of this win. Thank you for bringing these tools to our table."

## Salesengineering.com Value

- ✓ Reduce the cost of sales through faster solution closures
- ✓ Grow revenue by establishing incrementally more value
- ✓ Provide team wide consistency in process
- ✓ Pursue fewer unqualified opportunities
- ✓ Get to "No" Faster
- ✓ Leverage their credibility in ways reps cannot
- ✓ Listen to customers, learn their decision making style, and adapt to persuade them faster
- ✓ Document, collaborate, and share their knowledge
- ✓ Become a strategically aligned member of the sales team



Our unique program has been delivered to thousands of SEs in 40 countries.

Contact us for a free on-line Sales Engineering Assessment

## SE Skills Improvement Program

1. **Evaluate:** SE Process Assessment & Review
2. **Endorse:** Management Support & Field Plan
3. **Educate:** Training Rollout
4. **Embed:** Post-training Field Implementation
5. **Enumerate:** Measurement

Training alone is not enough to achieve long term meaningful measurable skills improvement.

### Evaluate: SE Process Assessment & Review

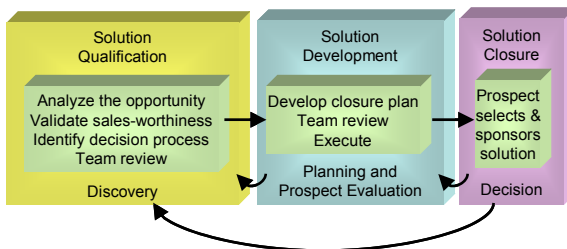
Through a free on-line **SE Assessment**, SEDC will assess your current SE solution sales process based on our **SE Improvement Model**. We review your SE process, policy, organization, measurement, and tools. The assessment is then reviewed with SE management so an appropriate program can be identified to achieve the desired level of SE improvement via a Field Implementation Plan. An estimate of ROI is provided to executive management.

### Endorse: Support and Field Implementation Plan

An **Executive Workshop** is conducted to introduce SE and Sales management to the SE Skills Improvement Program. The team identifies and agrees on areas needing skills improvement. A Field Implementation Plan is developed to deploy a Solution Sales Process. Success milestones and metrics are identified to track progress and ROI.

### Educate: Project Managing the Solution Sale

**SEskills** teaches our patent pending Solution Sales Process, and **SEchannels** provides special training to Channels SEs. This process “plugs into” any sales methodology in use by your sales team. By project managing the solution sale and applying engineering principles, the SE achieves systematic, repeatable Solution Closures.



As a result, SEs spend less time on unqualified deals, and Solution Closures are faster and more predictable. In class, SEs apply these principles to a live opportunity so they can see the immediate benefit of their new solution sales skills.



**SEplanit** is the salesengineering.com Technical Opportunity Planner and Management Dashboard.



Through a simple web interface, SEplanit enables the SE to quickly analyze and assess an opportunity using the principles of the Solution Sales Process. A report enables a collaborative review of the opportunity. The dashboard allows managers to monitor and track of critical deals.

### Embed: Implementation & Field Coaching

After training, the work begins to implement the Solution Sales Process. To enforce a regimen of practice, regular Technical Opportunity Reviews are held. An SEDC facilitator helps SEs and SE Managers internalize what was learned and make it part of their daily routine.

### Enumerate: Measurement

A measurement program is implemented to assess quantified improvement over time. The SE team uses the Solution Sales Process routinely and consistently. Benefits include:

- The win rate increases
- The number of qualified deals increases
- The average deal size increases
- The length of the sales cycle decreases
- Forecasting accuracy improves
- Sales executives leverage their strategic SEs