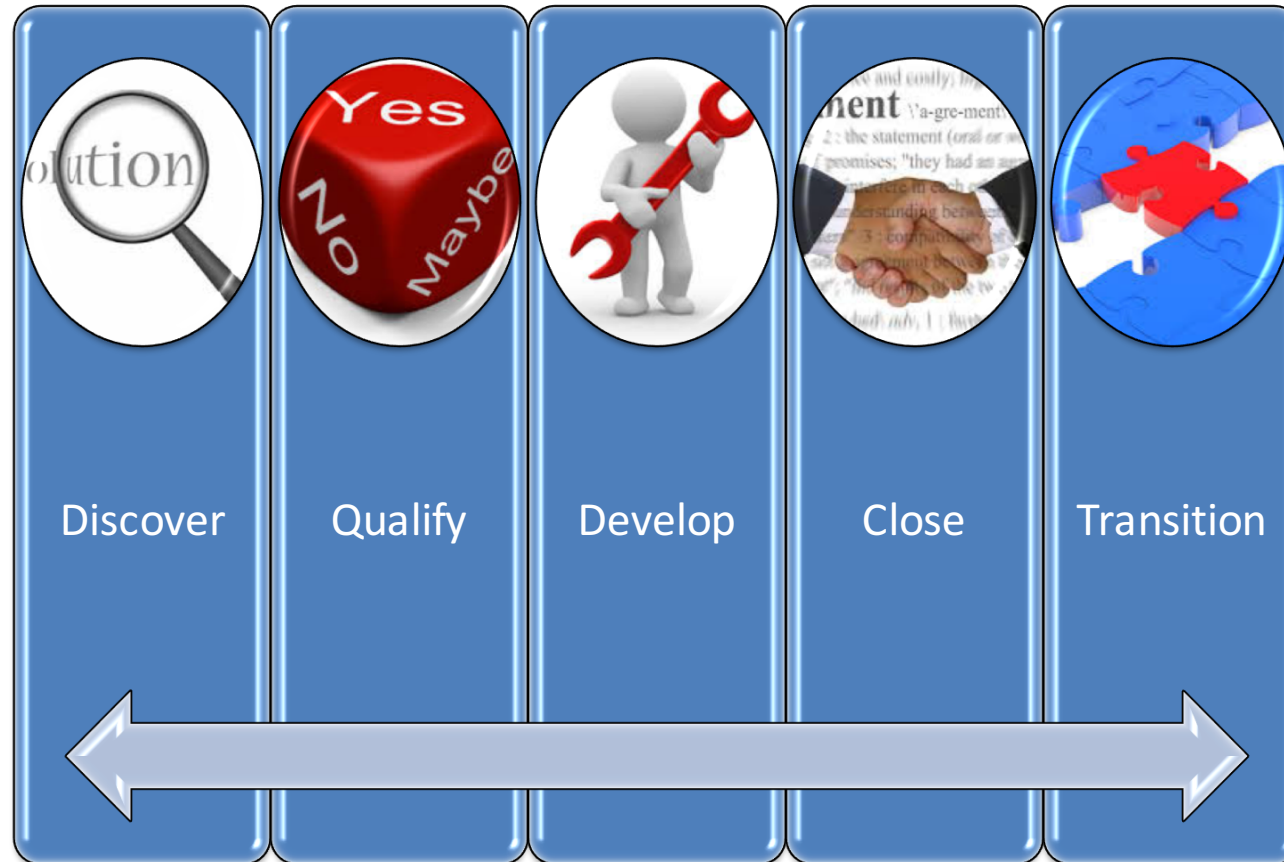


Sales Engineering – 5 Pillars



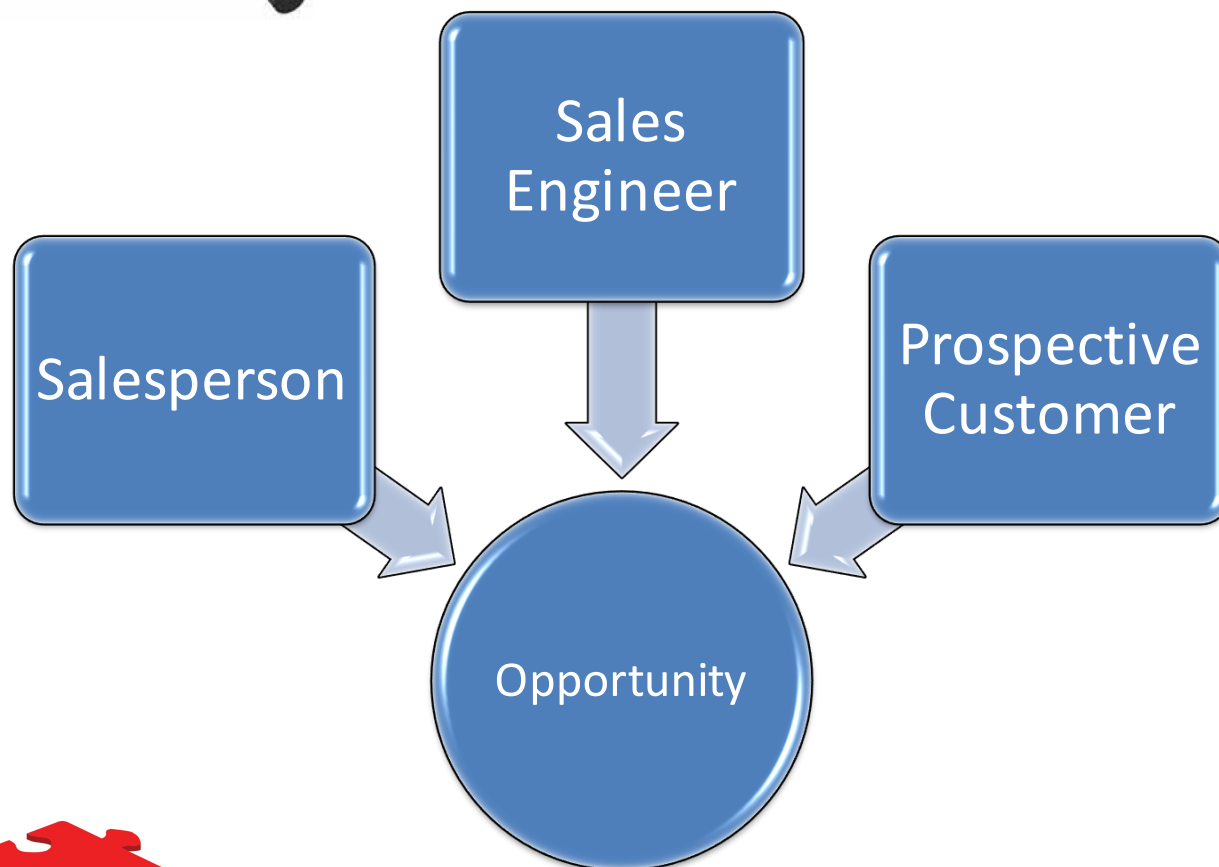
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What are the 5 Pillars?





Pillar 1 - Discover



- Customer meetings
- Storyboard methodology
- Tailor to title
- Research company
- Research industry
- Research business trends
- Create linkages
- Open ended questions
- Uncover goals
- Uncover business issues
- Uncover business demands
- Uncover financial landscape
- Uncover decision makers
- Uncover influencers
- Uncover gatekeepers





Pillar 2 - Qualify

Meet

- Meet with additional technical members of the buying center
- Thoroughly understand customers current & perceived future environment

Validate

- Validate and resolve, if possible, any external or internal roadblocks
- Garner internal support for unique solution designs

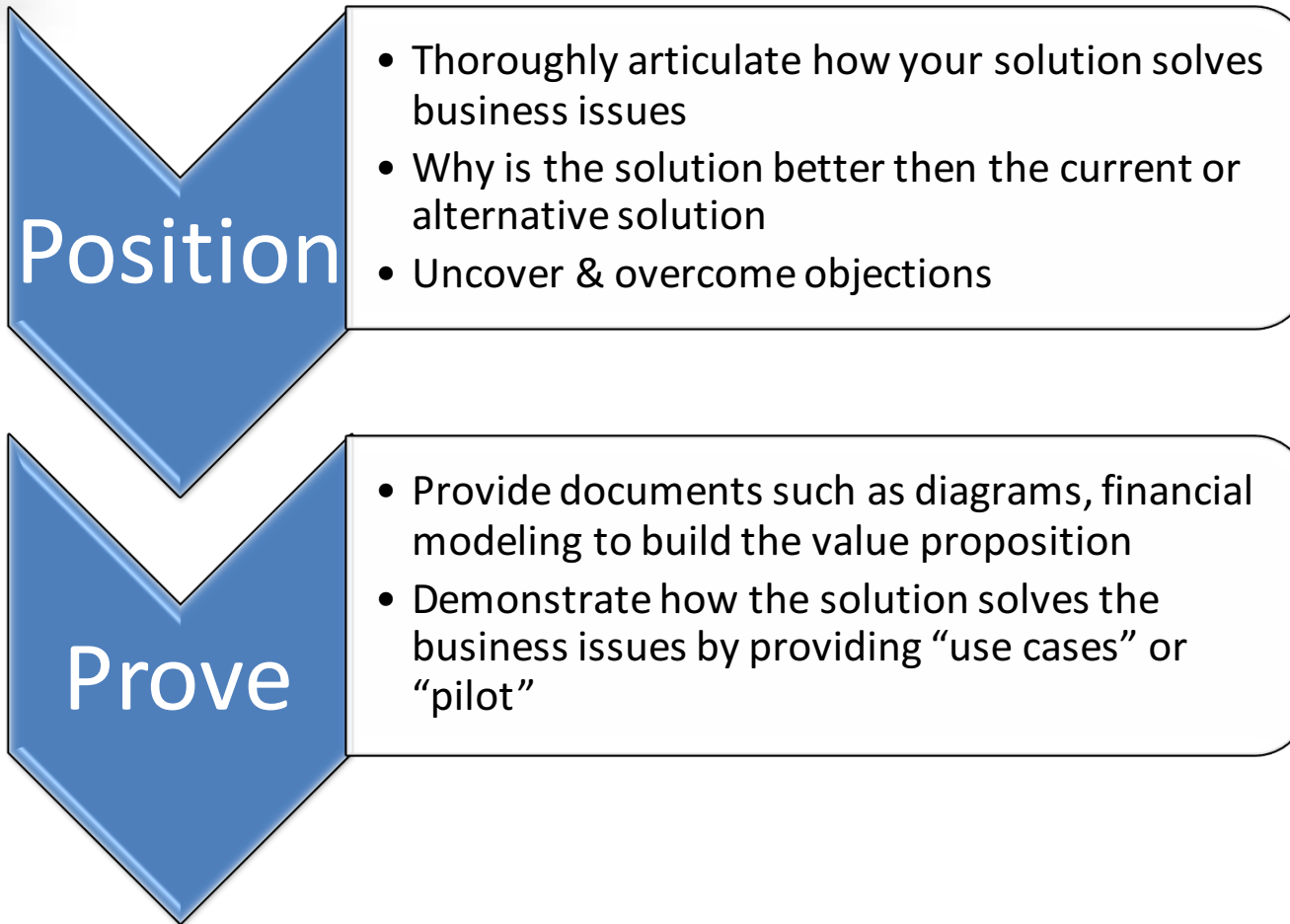
Solution

- Translate the customer's pain points into solutions
- Document the solution



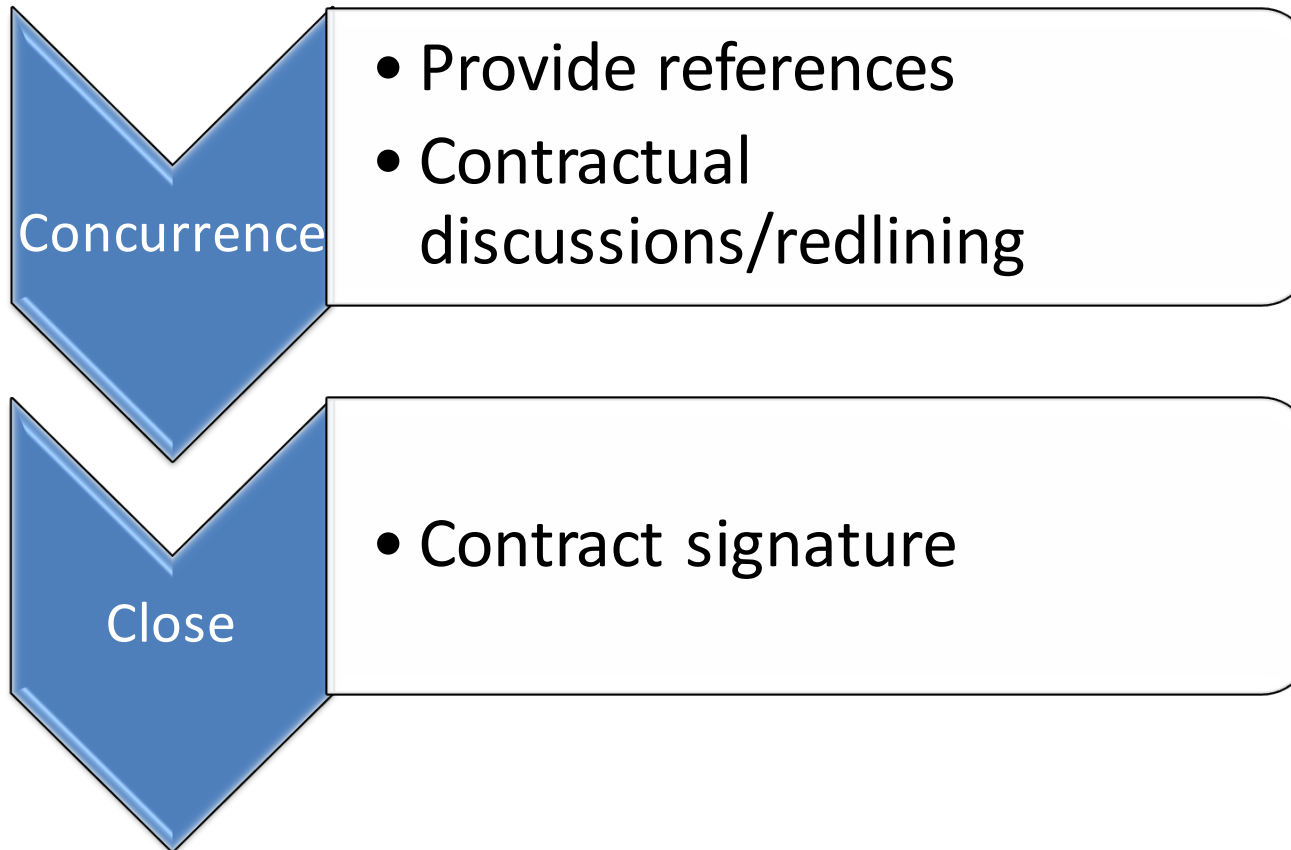


Pillar 3 – Develop



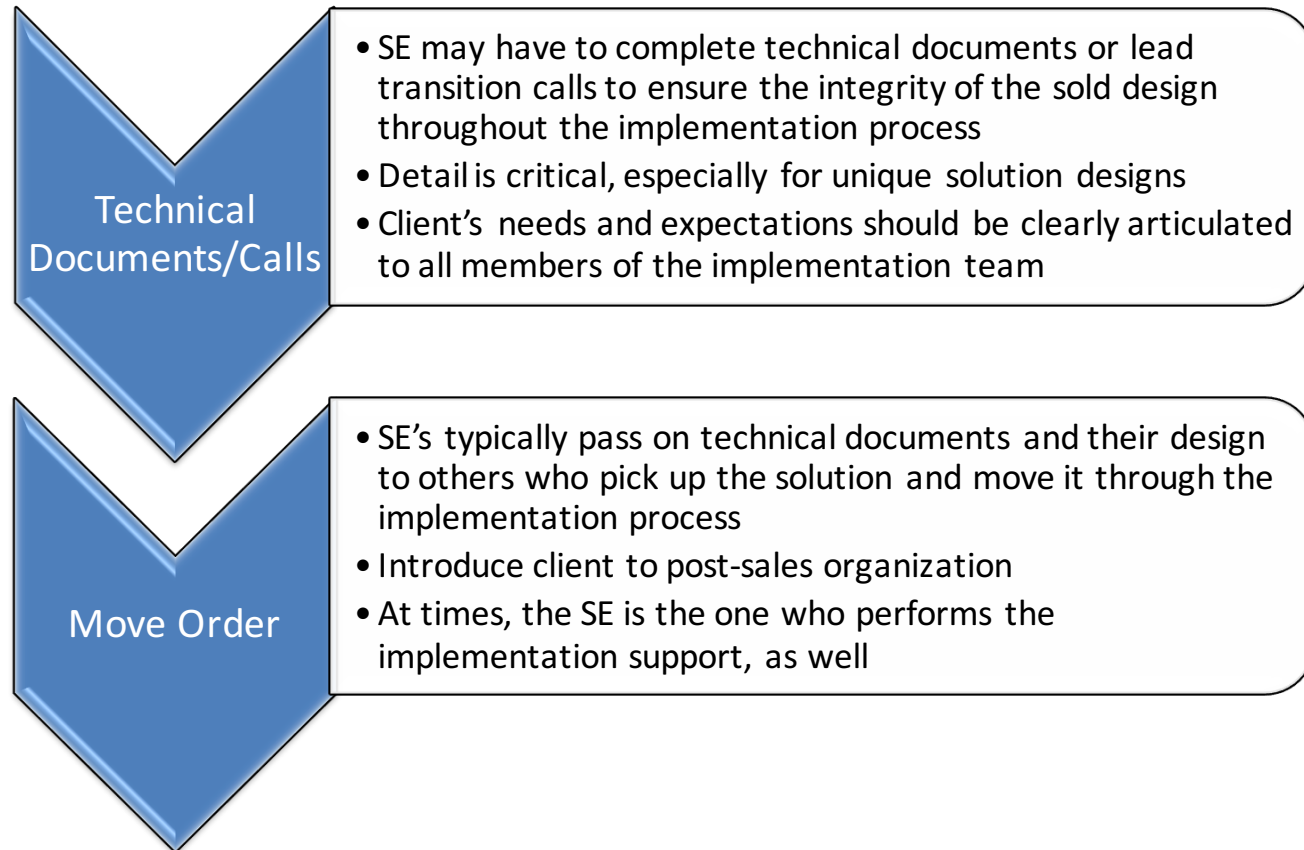


Pillar 4 - Close





Pillar 5 - Transition





Business Development

Routine Inquiries

- Ensure ongoing customer satisfaction and eventual realization of solutions sold
- Cultivate relationships that can assist with future sales & references

Industry Events & Organizations

- Join & volunteer to speak at local industry organizations
- Offer training to the business community
- Build & maintain relationships with industry experts
- Leverage the online community (LinkedIn, tech blogs)
- Leverage & maintain partner & vendor relationships



5 Pillars – Wrap Up

- Discover
- Qualify
- Develop
- Close
- Transition
- Ongoing Business Development

