Sales Engineering – 5 Pillars



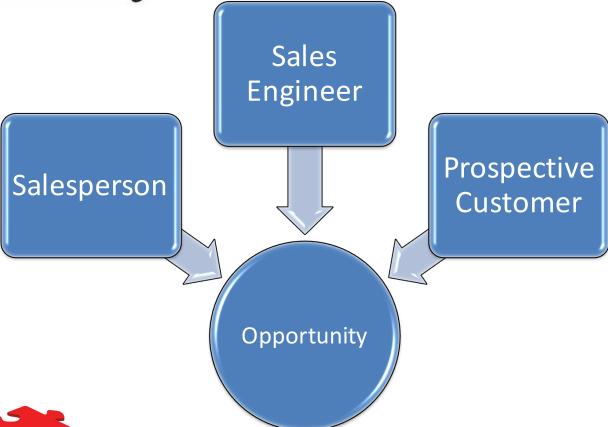
What are the 5 Pillars?







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



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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



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Pillar 3 – Develop



- Thoroughly articulate how your solution solves business issues
- Why is the solution better then the current or alternative solution
- Uncover & overcome objections

Prove

- Provide documents such as diagrams, financial modeling to build the value proposition
- Demonstrate how the solution solves the business issues by providing "use cases" or "pilot"





Pillar 4 - Close

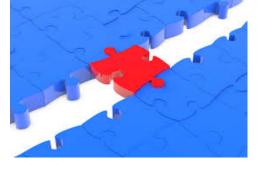


- Provide references
- Contractual discussions/redlining

Close

Contract signature





Pillar 5 - Transition

Technical
Documents/Calls

- SE may have to complete technical documents or lead transition calls to ensure the integrity of the sold design throughout the implementation process
- Detail is critical, especially for unique solution designs
- Client's needs and expectations should be clearly articulated to all members of the implementation team

Move Order

- SE's typically pass on technical documents and their design to others who pick up the solution and move it through the implementation process
- Introduce client to post-sales organization
- At times, the SE is the one who performs the implementation support, as well





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

