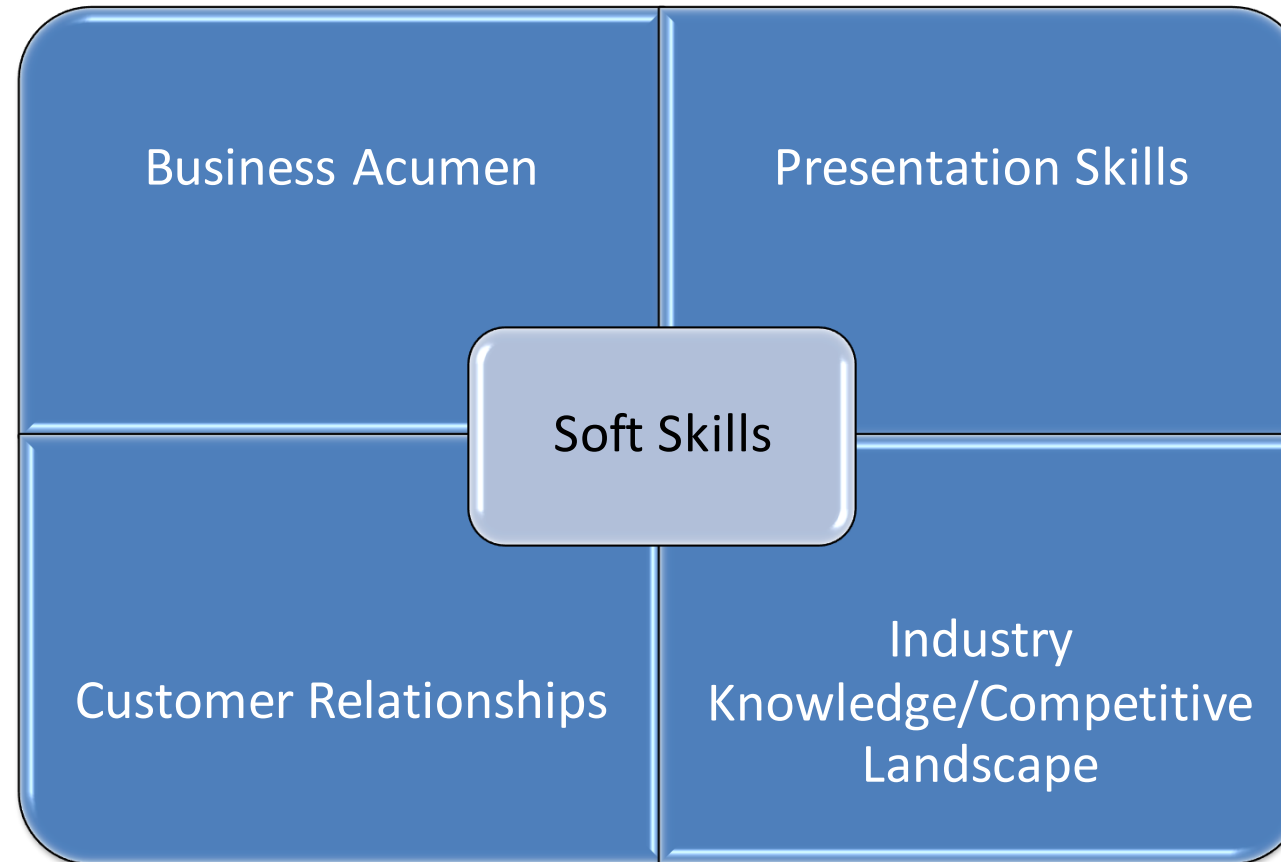


Soft Skills – Difference Between a “Good” & a “Great” SE



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What are Soft Skills?



How Do “You” Master Soft Skills?

- Realize their importance
- Recognize their value
- Practice, practice, practice
- Research
- Continual education (like this course!)
- Toastmasters or other business group
- Seek a mentor



Business Acumen

Financial Literacy

Strategic Thinking

Hierarchical Flexibility

Process Orientation



Presentation Skills

Relevant Content

Clear Value Proposition

Confident

Audience Tailored



Building Credibility & Relationships

Approachable

Responsive

Accountable

Technical Confidence



Know your Industry – Competitive Landscape

“Who” are you competitors?

“What” exactly do they do the same or different ... “how” and “why”?

Industry Trends

Industry Changes/Transformations



Know the Industry you are Selling to

Customer Industry Research

How does your customer stack up to their competitors?

Customer Industry Trends

Customer Industry Changes/Transformations



Soft Skills – Wrap Up

- Business Acumen
- Presentation Skills
- Customer Relationships
- Know your Industry/Competitive Landscape
- Know your Customer's Industry/Competitive Landscape

