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Technical Sales Tips: Time Tested Advice For Sales Engineers, Technical Account Managers And Systems Consultants



Synopsis

Technical Sales Tips: Time Tested Advice for Sales Engineers, Technical Account Managers and Systems Consultants provides pragmatic guidance for any technical salesperson, regardless of experience. Advice culled from several decades of experience are presented as easy to digest nuggets and stories. The book features dedicated sections on RFP responses, Proof of Concept (POC) management and tips for great demo delivery. Also included are tips for landing that first Sales Engineering job and common sense guidance for those who already have technical sales experience.

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Customer Reviews

It covers basic points anyone already in sales should know, but may be helpful to someone just starting or as a light refresher. A quick read. It is targeted to software sales rather specifically. I was hoping for something for technical sales as a whole, although some of the points can relate to any sales career.

Very well written, quick read, and a good look into the world of engineer sales .thanks for the

information, well rounded.

Basic

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