SALES ENGINEERING BOOTCAMP
JUMPSTART YOUR CAREER IN PRE-SALES

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DEAR ASPIRING SALES ENGINEERS

Do you want to transition into a high-demand SE role and earn a 6-figure salary? Look no further and join our exclusive 1-month virtual training, led by a Global SE Leader with 20+ years of experience

WE OFFER

Personalized learning limited to only 5 students per cohort. Comprehensive curriculum covering customer acquisition, value selling, effective demos, deep discoveries, practical focus with case studies and career planning resources and tools.

WHY CHOOSE US?

Gain insights from a seasoned global SE leader in AI/Tech and unlock opportunities in the booming SE field.

Our trainer and mentor is a global Sales Engineering Leader at a Leading AI Startup with over 20 years of SE experience, working at leading technology companies like Dell, EMC, S&P Global, IHS Markit, Sapient.

PROGRAM STRUCTURE

12+ hours of foundational and advanced Sales Engineering guidance

FOUNDATIONS OF SE

WEEK 1-2 2 online sessions

Learn the foundations of Sales Engineering, including Sales Methodologies like MEDDIC, SE frameworks, key skills and other foundational skills.

VALUE SELLING

WEEK 3 1 online session

Understand MEDDIC, what is pain, metrics, how to do discovery, ROIs, and how to position value as against technical features

EFFECTIVE DEMOS

WEEK 4 1 online session

How to prepare, research, practice and run a successful demo. What is a technical win, what to show and what to avoid.

ADVANCED TOPICS

WEEK 5 1 online session

Advanced topics cover SE Leadership role, cross-functional activities, resources to plan your SE job search and other templates to share

Register your interests at

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