

MASTERING TECHNICAL SALES

JOHN CARE
ARON BOHLIG

THE SALES ENGINEER'S HANDBOOK



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Chris Daly, John Care, 2020-04-21 John Care and Chris Daly lay out the 3 1 rules of SE Leadership A simple framework designed for everyone from SEs thinking about moving into management to the newest of new SE Managers to a Global SE Vice President This is a fascinating blend of tactical and strategic advice based on 30 years of experience and many years of running SE specific workshops All designed to allow you to follow the 3 1 Rules Develop And Serve Your People Run Pre Sales As A Business and Serve Your Customers all matched up with Rule 0 Manage Yourself It s a common and often repeated story You take a rock star Sales Engineer who is highly valued for their sales and business skills and make them a manager because they are a great SE With no regard for their possible leadership skills whatsoever Perhaps they are pointed at a few online HR resources and take a mandatory Managing Within The Law session Then they are released into the wild and asked to manage lead and motivate a team of Sales Engineers each of whom performs the job differently than the newly minted manager used to do

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New York Times Saturday Book Review Supplement, 1939-05

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