

Technical Sales Training

MORE DETAILS



www.HelpPeopleBuy.com

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Details on my technical sales training programs

There is plenty of information on different programs that I offer on my website: <https://helppeoplebuy.com>. But the FAQ's below should answer most of your questions. If you have any more, the fastest way to get answers is to [get in touch!](#)

Who is it for?

It's for sales engineers, pre-sales, technical sales teams, or engineers at any level to improve their sales capabilities, performance, results and rewards in a professional, ethical value-building way that feels good for both seller and buyer.

This programme has been delivered to sales engineers and employees from board level, senior and experienced, right down to graduate engineers, new starters, engineers in leadership, solutions architects, systems engineers, technical sales engineers and pre-sales and has consistently produced [excellent feedback and results](#).

What's covered?

If you've read the important information about '[how to make the training work](#)', you'll see that my programs are fully tailored to the group. That means I change the design based on who's there, the numbers attending, the level of experience they have, the specific goals your team have and challenges they face getting there. I do not provide off the shelf training, because it doesn't work. (Or more specifically you'll find that a little bit works for a small proportion of those attending, and even then doesn't tend to become a permanent part of their behaviour.)

But, no doubt you want an idea of topics, so broken down into 5 key focus areas, I typically cover any of these:

1. Essentials to succeed

- Accelerating your learning of technical sales: How to purposefully and iteratively develop skills that stick with you
- Increasing desire to learn to sell: How turning the volume up on this turns the volume up on sales
- Think like an entrepreneur: How to create and seize opportunities, be proactive, solve problems, and get things done
- Cross-functional collaboration: Work closely, effectively and enjoyably with sales and support teams
- Continuous Learning: Improving performance, and realistically staying updated on the industry trends and technologies
- Leveraging AI intelligently to do your heavy lifting

These get the team primed and ready to learn and grow. They're what makes the training work. And they help the team find shortcuts to increasing results.

2. Business / Commercial awareness

These are the basics you must know in order to perform consistently well as a top technical sales professional.

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- Commercial/business awareness: “The 1 hour MBA for technical people”
- Ideal customers and creating an opportunity radar: For those involved with spotting opportunities, this is how you do it
- Customer needs analysis: Understand how to deeply analyse customer requirements and pain points
- Product or solution knowledge: including technical specifications and ways to learn these fast

- Building value in solution design: Customising solutions to maximise value to specific customer needs
- Competitive analysis: Know your competitors and how to position your solution effectively
- Sales process: Understand the sales cycle, the buying cycle (buyers journey), and how to accelerate it
- Making the technical sale: Vs the commercial, operational, financial sale

3. Engaging and connecting with customers

These skills are all about networking, finding, reaching out and connecting with customers, as well as building relationships.

- Finding and qualifying: finding new prospective clients and opportunities
- Reaching out to customers: Whether cold or warm, how to initiate conversations that get a ‘yes’
- Customer Relationship Building: Build and maintain strong client relationships
- Networking for tech people: a strategy for engineers, introverts, extroverts and other personality types
- Client Feedback: Gather and act on feedback to improve customer satisfaction

4. Conversations

This is where it all happens. These skills matter, and everything you say or do takes you towards making the sale or away from it. It's your chance to really align with how your buyer wants to buy.

- Planning for conversations: Planning is half the battle. You'll need your one page plan.
- Conversational structure: planning for and holding customer-aligned value-building conversations that work (including powerful questions that create buying-drive)
- Effective communication: How to communicate in your customer's voice, with impact, and how to convey complex technical information clearly
- Building trust and respect: purposefully, and fast. Become the trusted advisor and respected advocate
- How to influence: with integrity
- Negotiation skills: Develop negotiation tactics to close deals successfully
- Talking money: Building value to justify price, and navigating pricing conversations
- Objection handling: Learn techniques to address objections and concerns effectively

5. Presenting solutions

It can go so wrong here. Numerous technical demo's and presentations fails to win customers hearts and minds over. Let's get it right.

- Technical demos: How to get them right and master the art of effective product demonstrations
- Risk to the deal: How to manage it
- Presentation skills: Present with impact and get immediate buy-in
- How to help your customer learn effectively

Who is it designed and delivered by?

It's designed, evolved over time based on what works, and delivered by me, Mark Moore, Director of Excelerated Performance Ltd. I'm an ex-engineer turned business owner who learned to sell and I've included within the training the very techniques I used myself to sell as a one-man-band into large organisations including McKinsey, Apple, KPMG, Capgemini, Vinci Energies, and lesser known names but no less important start-ups pushing new limits and doing exciting impactful work such as Synaptec and Space Forge.

Along the way, I learn from all my clients and am able to share the latest approaches that work in the field of technical sales. Since 2003, my programs have been highly praised, described as extremely engaging and insightful, and most importantly have created proven [measurable results](#).

Where and how is the program delivered?

It depends on what would work best for your team. I deliver group sessions in person, over the screen, in large or small groups, one to one, and also via my e-learning platform "[Engineers Can Sell](#)". Depending on the size of your business, I deliver at your office, or off-site. It depends on what you, me and your team think will work best. If it points towards the measurable goal, we'll do it.

How long is the program?

I don't recommend one-off training sessions. They might be lower cost and appear convenient, but they rarely get results. I provide a 12 month subscription to my e-learning platform, and recommend usually a 6-12 month program of support which includes group and one to one sessions, as well as some diagnosis, consulting along the way. Over this 6-12 months I would recommend creating a heart-beat of support of at least once a month, but preferably once every two weeks. It all depends on your budget, and how far you want to lift your team and their results. You're paying for quality, efficiency and reliability.

How much does it cost?

With so many variables, and the need to create something that's customised and designed to derive your unique team forwards, pricing varies. This is why every single client of mine started their journey by getting in touch with me for a conversation. We can explore together what you're trying to do and I can advise and then provide priced up options for you to consider. Fit and value is everything, and I want my programs to work, because when they work for your business, it works for mine too. For a ball park idea if you need one, my e-learning platform starts at £249 + VAT per person for 12 months subscription. This is the most cost-effective solution of mine. Prices go up from there depending on level of support. Single one hour sessions cost around £220+VAT per hour, however I provide volume discounts, together with many other pricing options designed to work for your situation. So please do [get in touch to discuss](#).

What might the program look like?

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As you know, it's customised to work. But it will most likely start off with a diagnostic process which includes some initial conversations with key people in your business to understand how they see the challenge and to look at any measures. Then, your team will be connected to the e-learning platform to use and work through as they wish, or at the point of need.

Then the support program will begin, with individuals scheduling frequent touch-points with Mark, one to one or as a group to suit. Mark will create them a 'learning path' to work through the e-learning, based on their own strengths and weaknesses, and help them build the 'technical sales muscles' as required. Individuals will always leave with actions they must own, and report back to Mark in the next session. This keeps the heartbeat going and ensures they're accountable.

Progress will be measured, wins and challenges reflect on, and new improved actions and approaches discussed. Then each individual will focus on their HIA high impact area, and work on improving that until the next touch-point with Mark. This will repeat bi-weekly or monthly through to the end of the program.

What are the best next steps?

The fastest way to progress is to get in touch with me. If you're not ready to, you can get to work straight away with your team by working through the exercises in this document. I've designed it to kick start your team's training off for free. If you're interested in calculating your potential ROI from a program like this too, that's next.

Get in touch!

Get in touch to explore what might fit you or your team.

Get in touch