

The ultimate CHEAT SHEET SALES ENGINEER

by Tim Brömme



QUALIFICATION

Purpose

Qualification is the process of determining, if we as an org believe there is a chance for business.

- ✓ A defined (ICP) ideal customer profile is mandatory.
- ✓ Any qualification framework is better than none.
- ✓ You are obligated to scrutinize the deals you are working on.
- ✓ Once you commit, you go all-in and take ownership.

DISCOVERY

Purpose

Discovery is the process of understanding the challenges and priorities of our customer deeply, so we can position our value with conviction.

- ✓ Don't interrogate, but bring a new perspective and deliver value to your customer.
- ✓ Keep Disco meetings small in attendance. No more than 1-2 people work best.
- ✓ Perform research beforehand and avoid questions that are public knowledge.

💡 Both mandatory, but distinct.

DEMO HACKS

- 🖥️ Always maximize your window and go fullscreen.
- 🌞 No more content than half of meeting duration.
- 🗣️ Rehearse, with champion and AE. At least by yourself.
- T T-Model, only prepare what you will show.
- 🔄 Always do a last check of your demo environment.
- 📝 Write down your talk-track and click path.

DEMO TRAPS

- 👊 Don't solve the problem, but convince that you can.
- 🗨️ No acronyms and jargon, use customer language.
- 📋 Don't explain fields or features, focus on impact.
- 🙋 It's okay to not know all the answer, never guess.
- 💔 Don't say: "What I really like" Does your customer care?
- 📊 Use corporate slides with caution, focus on customer.

VALUE CENTRIC DEMOS (use this 3-step framework for every use case, you intend to show)

CONTEXT

- 1 Prepare the audience before going into the demo. Highlight the **problem**. How does this work today? Why is this a problem?
- 2 Clarify the **purpose** and what the audience should focus on.
- 3 Briefly explain the **use case** you're about to demo. Who is doing what?

DEMO

- 1 **Show** the actual product, process, or concept in action. This is where the bulk of your demonstration takes place.
- 2 Whenever possible, use visuals, videos, and interactive elements. Apply **storytelling** practices to be memorable.
- 3 During the demonstration, highlight key benefits, ensuring they **align** with what you introduced previously.

VALUE

- 1 **Reiterate** the main points of what was demonstrated.
- 2 Discuss the benefits, importance and **business impact** of what was shown.
- 3 Allow time for **questions and answers** to clarify any uncertainties.

Tell stories like a pro!

NARRATIVE NUGGETS

- **Use Familiar Characters:** Make your audience see themselves in the story.
- **Highlight Common Challenges:** Address pain points your audience deeply understands.
- **Manage Attention & Mood:** Use tone, pacing, and pauses to create emotional resonance.
- **Incorporate Authentic Testimonials:** Real-world endorsements build trust and credibility.
- **Challenge the Status Quo:** Aim to inspire your customer with a new perspective.

Be a deal co-pilot!

SALES PARTNERSHIP

- **One Team Mentality:** Sales is a team sport. Avoid using 'them' and 'us'.
- **Align Early:** Sync on goals, strategy, and key value propositions.
- **Define Roles:** Specify who leads topics, objections, and technical aspects.
- **Communicate Constantly:** Share updates, feedback, and changes immediately. Be proactive!
- **Prep Together:** Review client profiles, histories, and anticipated needs collaboratively.
- **Evaluate Outcomes:** Analyze both wins and losses together and share feedback for continuous improvement.

Stay confident and curious!

OBJECTION HANDLING

- **Stay Calm:** Don't get defensive; maintain professionalism.
- **Listen Actively:** Ensure understanding before responding.
- **Q&A Matrix:** Objections arise from many stakeholders on different topics. Treat accordingly to this matrix.

