

The SE Leadership Institute presents

Sales Engineer BrownBelt Workshop

Join the industry's top workshop for Sales Engineers early in their career and individuals interested in an SE role.

Learn about the diversity of Sales Engineering organizations, the skills and competencies of world class Sales Engineers, powerful strategies and tools to execute seamless sales, and the framework to excel in your Sales Engineering career.

We Teach Sales Engineering First Principles and Mastery

Developed by global SE executives, frontline SE Managers, and Directors from Silicon Valley's top SaaS companies, this program is designed to educate and accelerate the knowledge and careers of world class Sales Engineers.

The interactive training includes:

- Sales Engineering Organization and Roles
- Making of a World Class SE
- SE Sales Blueprint Best Practices
- Accelerating in your SE Role and Career



Industry Best Practices

You will gain clear and practical understanding of the following topics, with templates and exercises to reinforce key learning:

- SE Roles, Organization Diversity, and Outcomes of SE Organizations
- The three pillars and principles of SE excellence
- Core competencies of a complete Sales Engineer
- Common GTM Deal Scenarios, AE relationships, and "Dark Spots"
- Nurturing AE/SE, SE/SEM, and other critical partnerships across the organization
- Best Practice strategies and tactics across the entire SE Sales Lifecycle
- Maximize your career and growth



The SELI BrownBelt workshop brought immediate and lasting value to our global SE team. It was incredibly powerful – it accelerated the development of our newer team members and equipped all team members with world-class best practices. We have implemented the techniques and have already received positive feedback from customers. We are confident this training will lead to higher win rates.

Adam Pinkham
Global Director of Solutions Engineering, Bynder.com



How the program works:

This workshop is designed to accelerate your SE practice. The 6-hour course is provided virtually over 2 Zoom sessions.

Prerequisite: 0-5 years of SE experience is ideal. All experience levels are welcome.



Interactive Zoom Training

Valuable, actionable practices with peers regarding real world scenarios



Deep Dives

Critical role plays, exercises, and insights to maximize your ability to drive outcomes



Ongoing Learning

30 Day Check In with SELI Certification opportunities



Powerful Alumni Network

Global network of peer BrownBelts for ongoing support, learning, and growth



I would highly recommend that any VP of Sales or Solutions send all their SE managers to this workshop. My team left with actionable insights that they were able to put into practice right away. This offering is truly unique in the market.

Kristen Faris

VP of Solutions and Sales, CheckR
Feedback on Blackbelt workshop

Session 1: MAKING OF A WORLD-CLASS SE

Learn the 4 critical dimensions of becoming a world-class Sales Engineer

Organizational Awareness & Impact of the Role

3 Core Principles of Sales Engineering

Emotional Intelligence & Mindset

Interpersonal Excellence

Session 2: THE SE SALES BLUEPRINT

Learn the building blocks of the technical sales cycle and get exercises, tools, & best practices

Engagement Optimization & Qualification

Discovery Best Practices, Tools, & Superpowers

Demo & Presentation Best Practices

Proof of Value Examples & Objection Handling

Common Deal Scenarios & Best Practice Strategies

Leveraging CRM, Metrics, & Approaches

**Accelerate your Sales Engineering
Knowledge, Execution, and Trajectory**

Sign up today!

<https://www.seleadership.com/workshops>



The SE Leadership Institute

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