

# The SE Leadership Institute presents

## Sales Engineering Leadership Blackbelt Workshop (Virtual)

The industry's preeminent leadership workshop for SaaS presales leaders, this comprehensive program directly accelerates and complements your leadership practice and connects you with an invaluable global peer network.

Learn the critical skills and tools you need to optimize or complement your operation and team, and drive the next level of success for your career and your organization.



### We Teach Sales Engineering Leadership and Mastery

Developed by a global SE executive with over 25 years in the technology industry, and leveraging the proven practices of Silicon Valley's top SaaS companies, this program is specifically designed to educate and accelerate the practice and community of SE leaders at all levels and stages. The content is systematically enriched by the collective wisdom of hundreds of years of SE Leadership from participants and mentors to the program.

#### The 4-Day Interactive Training Includes:

- Exercises to better articulate the scope and definition of SE teams in a changing landscape
- Detailed discussions surrounding the SE Leader's many roles and competencies
- Deep Dives around tips to optimize the SE technical sales process with instrumentation, tools, & KPIs
- Leading edge inspection cadences and frameworks
- Latest techniques for recruiting and onboarding including behavioral reviewing
- Specific action plans to build strong partnerships throughout the organization
- A comprehensive workbook with all modules and space to capture feedback in a highly interactive environment

### Industry Best Practices

You will gain deep conceptual and practical understanding of the following topics, with templates to help in immediate implementation of:

- Vision and Charter Setting
- Engagement Model Optimization
- Technical Opportunity Management
- Inspection Frameworks
- Organization Design and Modelling
- Compensation Planning
- Career Planning and Talent Review
- Product Gap Reporting
- SE Measurement and Communication
- Metrics and Measurement

*"Hands down the Workshop was the most immediately-useful leadership and management training I've ever completed. The combination of peer-groups from multiple SAAS and developer platform companies with Stephen's experienced mentorship was a perfect match. We'll be sending more SE leaders to your classes for sure."*

**Ryan Baumann**

Director of Sales Engineering, Mapbox



## How the Program Works:

The SE Leadership Institute virtual program is conducted over 4 days, with 2 2-hour zoom sessions each day, followed by eLearning Certification materials, and membership in the SELI/PSC global alumni network. No prerequisites are required other than currently managing or about to manage SE Teams.



### Interactive Live Training

8 sessions of valuable, actionable practices with peers around real world scenarios



### Deep Dives

Critical strategy and tactic discussions on SE programs across organization and operation



### Ongoing eLearning

Post-workshop reinforcement course to solidify learnings. Tools and templates provided



### Powerful Alumni Network

Global network of SE Leader alumni for ongoing support, strategy, and learning

*"I was genuinely blown away by the quality of the training. I took away eight new ideas to implement right away and a bunch of refinements to things I was already doing. The leader of the training was VP of Sales engineering at Salesforce, Box, & Mixpanel and knows what it takes to succeed."*

#### Maneesh Bhide

Senior Manager, Field Engineering,  
Databricks

## SE Leadership BlackBelt Selected Sessions and Topics

Sales Engineering  
Foundations

SE Teams and  
Constructs

Making of an SE Leader

Compensation Plans  
and Strategy

SE Sales Blueprint –  
Qualification to Close

SE Metrics and  
Measurement

CRM and Tools

Performance and  
Career Management

Value Engineering

Building a High  
Performance Culture

Managing your  
Business

Managing Out and  
Across

*"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

### Selected Alumni



The SE Leadership Institute

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