Mastering Technical Sales: The Sales Engineer's Handbook (Artech House Technology Management Library)

By John Care, Aron Bohlig

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Every high-tech sales team today has technical pros on board to explain how things work, and this success-tested training resource is written just for them. This newly revised and expanded edition of Mastering Technical Sales: The Sales Engineers Handbook offers invaluable insights and tips for every stage of the selling process. In fact, purchasers of the first edition have stressed the books enormous practical value in numerous online reviews. The second edition features a wealth of new material, including how to make the most of Webcasts and remote demonstrations, how to give impressive snap demonstrations, and how to use CRM/SFA systems effectively. This invaluable book equips new sales engineers with powerful sales and presentation techniques that capitalize on their technical backgroundall spelled out step-by-step by a pair of technical sales experts with decades of eye-popping, industry-giant success under their belt.

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Editorial Review

About the Author
John Care is managing director at Mastering Technical Sales. He has spent numerous years building world-class Sales Engineering organizations at companies such as Oracle, Sybase, Vantive, Clarify, Business Objects. Mr. Care holds a B.Sc. with honors in chemical engineering from Imperial College, London and is a contributing member of the M.B.A. Advisory Council for the Fox Business School of Temple University, Philadelphia.

Aron Bohlig is a technology investment banker at Credit Suisse First Boston in San Francisco, where he is responsible for putting together the IPOs of hi-tech corporations. Previously, he was director of vertical product management at Nortel. Mr. Bohlig holds B.S. degrees in both information technology and English from the University of Puget Sound, Washington and an M.B.A. from the Wharton School, University of Pennsylvania.

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