



# outsourced sales marketing and business development

## BENEFITS OF OUTSOURCING TECHNICAL SALES TRAINING

- ◆ Deliver high-quality technical training without draining internal engineering & product development resources
- ◆ Gain speed and expertise without internal training resources
- ◆ Meet critical training event deadlines

## DELIVERABLES

- ◆ On-site or virtual seminar formats
- ◆ Content development: presentations, FAQ, knowledgebase
- ◆ Online university development

## VIRTUALSE™ OUTSOURCED TECHNICAL SALES TRAINING

Delivering quality technical sales training is a challenge for many technology companies.

Technical training tends to focus on features vs. benefits

C-level engineering and product development executives are forced into training roles; favoring subject matter expertise over good training delivery

The SE (Sales Engineer or

Systems Engineer) performs a critical role in technical sales training by distilling complex technical information into usable prospect communications.

VirtualSE™ is designed for B2B tech firms that need to deliver high-quality technical sales training without compromising lean internal resources.



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