



outsourced sales marketing and business development

BENEFITS

- ◆ Gain technical pre-sales support while managing cost and risk
- ◆ Reduce or eliminate the need for deal support by critical product marketing, engineering and development resources

DIFFERENTIATORS

- ◆ Repeatable framework scales with sales activities
- ◆ Scalable methods, processes, documentation and tools
- ◆ Short- or long-term engagements
- ◆ Subscription model available

VIRTUALSE™ OUTSOURCED PRE-SALES ENGINEERING SUPPORT

VirtualSE™ is designed for technology vendors that need the benefits of experienced pre-sales technical leadership without the commitment of a full-time resource.

The SE (Sales Engineer or Systems Engineer) performs a critical role in the complex sale.

When sales representatives don't have or can't find an SE, they lean on other engineering resources for

deal support. This taxes product management and development, taking these leaders away from their critical duties. But without an SE, the deal may be jeopardized.

Outsourcing the SE function provides pre-sales support, controls costs and reduces demand on other technical resources.



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