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I found Mastering Technical Sales about four years ago and immediately made it my team's "Bible." During that time, we've experienced a lot of growth in the company and it has continued to provide a foundation for my organization which is second to none. Every inContact Sales Engineer receives a copy of MTS, when they come on board. I will continue to use it as a part of my onboarding process and I personally use MTS as a reference, regularly.

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About Mastering Technical Sales

From this thought a manuscript was created and Mastering Technical Sales: The Sales Engineers Handbook was published by Artech House in 2002. A complete update the Second Edition, was published in 2008. The Third Edition is now available as of July 2014. You can purchase the current book through the merchant links on the right of the web page.

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Mastering Technical Sales The Sales Engineer's Handbook

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 ha 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.

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Mastering Technical Sales 2015

Twenty-five years ago, a bunch of Sales Engineers sat in a bar (this sounds like a joke..) and came up with a number of rules and principles to guide them through the Business Discovery Process.

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John Care Managing Director Mastering Technical Sales

John Care is the Managing Director of Mastering Technical Sales, a company dedicated to improving the professional skills and capabilities of Pre-Sales Engineers around the world.

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