

# Winning Strategies:

6 Powerful Tools to Boost  
Your Win Rate as a  
Pre-Sales Engineer



Brice Green



**Winning Strategies:** 6 Powerful Tools to Boost Your Win Rate as a Pre-Sales Engineer

- **Understanding your win rate is crucial for achieving success as a solution or sales engineer.**
- **The win rate is the percentage of opportunities successfully closed.**
- **Importance of analyzing win rate for improvement.**



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## Be an Expert in Your Product or Service

- In-depth knowledge about product/service features, benefits, and competitive advantages.
- Continuous learning through training and research.
- Sharing expertise with team and customers.



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## Discovery, Discovery, Discover!!!

- Cultivating curiosity, open-mindedness, persistence, creativity, and patience.
- Asking probing questions and actively listening.
- Uncovering valuable insights to tailor solutions.



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## Tailor the Demo

Customizing demos to address customer pain points.

- Categorizing pain points into priority buckets.
- Demonstrating how the solution addresses critical pain points.
- Utilizing storytelling techniques to engage emotionally and illustrate benefits.



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## It's About Them, Not You

Focusing on the customer during demos.

- Avoiding self-centric phrases and emphasizing the customer and their business.
- Showing a clear understanding of customer needs.



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## Check-in Questions

The importance of check-in questions during demos.

- Rephrasing questions to engage the customer and gauge understanding.
- Asking specific questions related to solution benefits.
- Wrapping up the demo with a final check-in question.



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## Gratitude

The power of gratitude in building relationships.

- Focusing on the positive aspects of the customer relationship.
- Expressing gratitude as a reminder of value and commitment.
- Strengthening the bond between the solution or sales engineer and the customer.



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