Real-World Practice and Application

To help sales engineers identify the customers and opportunities that generate long-term business impact, Advantage developed a fully custom, competitive two-day simulation that mimics the real-world environment in which our sales engineers do business every day. In five rounds of learning, participants analyze dynamic information from a variety of customers, prospects, and other sources; navigate challenges; prioritize opportunities; and present their resource plan, account and distributor strategy, and response to challenges to their managers for feedback and scoring.

To support the program, the Advantage team developed a sophisticated tool, called the Prioritizer, that helps our sales engineers assess opportunities against a set of dimensions related to customer fit and business impact, providing objective guidance that they can consider as they prioritize current and future opportunities.

Benefits for Sales Professionals and Their Managers

Over the first two-day run of the program, our sales engineers demonstrated dramatic improvement in their ability to determine which companies and opportunities were worth investing in for sustainable growth, and, just as importantly, explain why. At the end of the workshop, they analyzed their real-world accounts using the Prioritizer and created a set of concrete, time-bound actions to take back to their managers. Since the training, our sales engineers are better able to prioritize and optimize the use of scarce resources, including their managers, engineers, distributors, and executives.

In addition, the sales managers who evaluated the presentations during the program benefitted by listening to and assessing the table teams' strategy in a controlled setting, building skills that will help them sustain the participants' learning and application of new skills back on the job.