

SE Leadership Institute & SaaSySales Management present 2-Day Sales Engineering Leadership Blackbelt Workshop

The industry's preeminent leadership workshop for SaaS presales leaders, this comprehensive program directly accelerates and complements your leadership practice and connects you with an invaluable global peer network.

Learn the critical skills and tools you need to optimize or complement your operation and team, and drive the next level of success for your career and your organization.



We Teach Sales Engineering Leadership and Mastery

Developed by a global SE executive with over 25 years in the technology industry, and leveraging the proven practices of Silicon Valley's top SaaS companies, this program is specifically designed to educate and accelerate the practice and community of SE leaders at all levels and stages. The content is systematically enriched by the collective wisdom of hundreds of years of SE Leadership from participants and mentors to the program.

The 2-day Interactive Training Includes:

- Exercises to better articulate the scope and definition of SE teams in a changing landscape
- Detailed discussions surrounding the SE Leader's many roles and competencies
- Deep Dives around tips to optimize the SE technical sales process with instrumentation, tools, & KPIs
- Leading edge inspection cadences and frameworks
- Latest techniques for recruiting and onboarding including behavioral reviewing
- Specific action plans to build strong partnerships throughout the organization
- A comprehensive workbook with all modules and space to capture feedback in a highly interactive environment

Industry Best Practices

You will gain deep conceptual and practical understanding of the following topics, with templates to help in immediate implementation of:

- Vision and Charter Setting
- Engagement Model Optimization
- Technical Opportunity Management
- Inspection Frameworks
- Organization Design and Modelling
- Compensation Planning
- Career Planning and Talent Review
- Product Gap Reporting
- SE Measurement and Communication
- Recruiting and Onboarding

"Hands down the Workshop was the most immediately-useful leadership and management training I've ever completed. The combination of peer-groups from multiple SAAS and developer platform companies with Stephen's experienced mentorship was a perfect match. We'll be sending more SE leaders to your classes for sure."

Ryan Baumann

Director of Sales Engineering, Mapbox



The SE Leadership Institute
SaaSySales Management

<http://saasysalesmanagement.com/home/sales-engineering/>
<https://www.seleadership.com/services>
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How the Program Works:

The SE Leadership Institute program is a 2-day onsite, followed by 8 week eLearning course, and membership in a supported global alumni network. No prerequisites are required other than currently managing or about to manage SE Teams.



Interactive Live Training

2 Days of valuable, actionable practices with peers around real world scenarios



Deep Dives

Critical strategy and tactic discussions on SE programs across organization and operation.



8-Week eLearning

Post-workshop reinforcement course to solidify learnings. Tools and templates provided.



Powerful Alumni Network

Global network of SE Leader alumni (and all SaaS sales leaders) for ongoing support, recruiting, and learning

"I was genuinely blown away by the quality of the training. I took away eight new ideas to implement right away and a bunch of refinements to things I was already doing. The leader of the training was VP of Sales engineering at Salesforce, Box, & Mixpanel and knows what it takes to succeed."

Maneesh Bhide

Director of Sales Engineering and Client Services, SigOpt

2-Day SE Leadership Agenda

Day 1

9:00 – Start

Sales Engineering Foundations

Makings of an SE Leader

SE Process & Tools – Part 1

12:30 – Lunch

SE Process & Tools – Part II

Managing your Business

Happy Hour & Networking

Day 2

9:00 – Start

Review of Day 1

SE Teams and Career

Recruiting and Onboarding

12:30 – Lunch

Building a High Performance Culture

Managing Out and Across

Community Discussion and Organizing

"I would highly recommend that any VP of Sales or Solutions send all their SE managers to this workshop. My team left with actionable insights that they were able to put into practice right away. This offering is truly unique in the market."

Kristen Faris

VP of Solutions and Sales, CheckR

Accelerate your SE Leadership Practice

Investment: \$1,995

Early bird, referral, & group discounts are available

For latest availability, locations, and pricing please visit:

<http://saasysalesmanagement.com/home/sales-engineering/>



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