



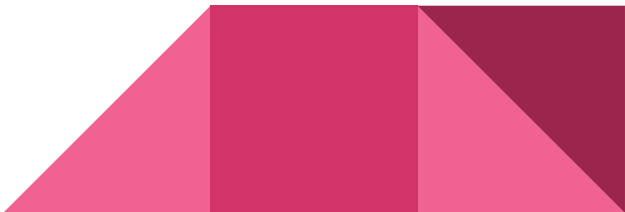
# What is a Sales Engineer?

**By Estela Baca**

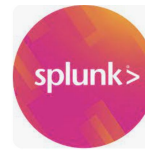
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# Talk Content

1. What is a Sales Engineer (SE)?
  2. Who is a SE?
  3. What industries do SEs work in?
  4. What Do SEs Do?
  5. What skills should a SE have?
  6. How to Stand Out?
  7. A day in the life of a SE
  8. Benefits of being a SE
  9. How to become a SE?
    - a. Still in College
    - b. Already in a Tech Company
    - c. My journey
  10. Things to consider
- 

# ESTELA BACA: Sales Engineer



## Fun Facts

- Favorite Phrase: **"Action Conquers Fear"**
- Family Time
- My Passion:
  - DEI Volunteer & Enthusiast
  - **HELPING & TALKING**
- Reading & Free Writing
- Immigrant + naturalized US citizen



## Education

- B.A Computer Science/ Minor in Business Admin
- Splunk Enterprise Certified Architect



## Memberships





# What is a Sales Engineer?

Someone who sells products or services for a scientific or technical company and has both **sales skills and technical knowledge**.

They work alongside Sales Representatives and are responsible for facilitating the technical aspects of the sales process.

*-Cambridge Dictionary*

*-Presales Collective*



# Who is a Sales Engineer?



- Technical Sales Engineers
- Solution Architect
- Sales Consultant
- Value Engineer
- Solution Designer
- Solution Consultant
- Sales Evangelist
- Application Engineer

# What Industries Do SEs Work In?

Energy



Environmental



Healthcare



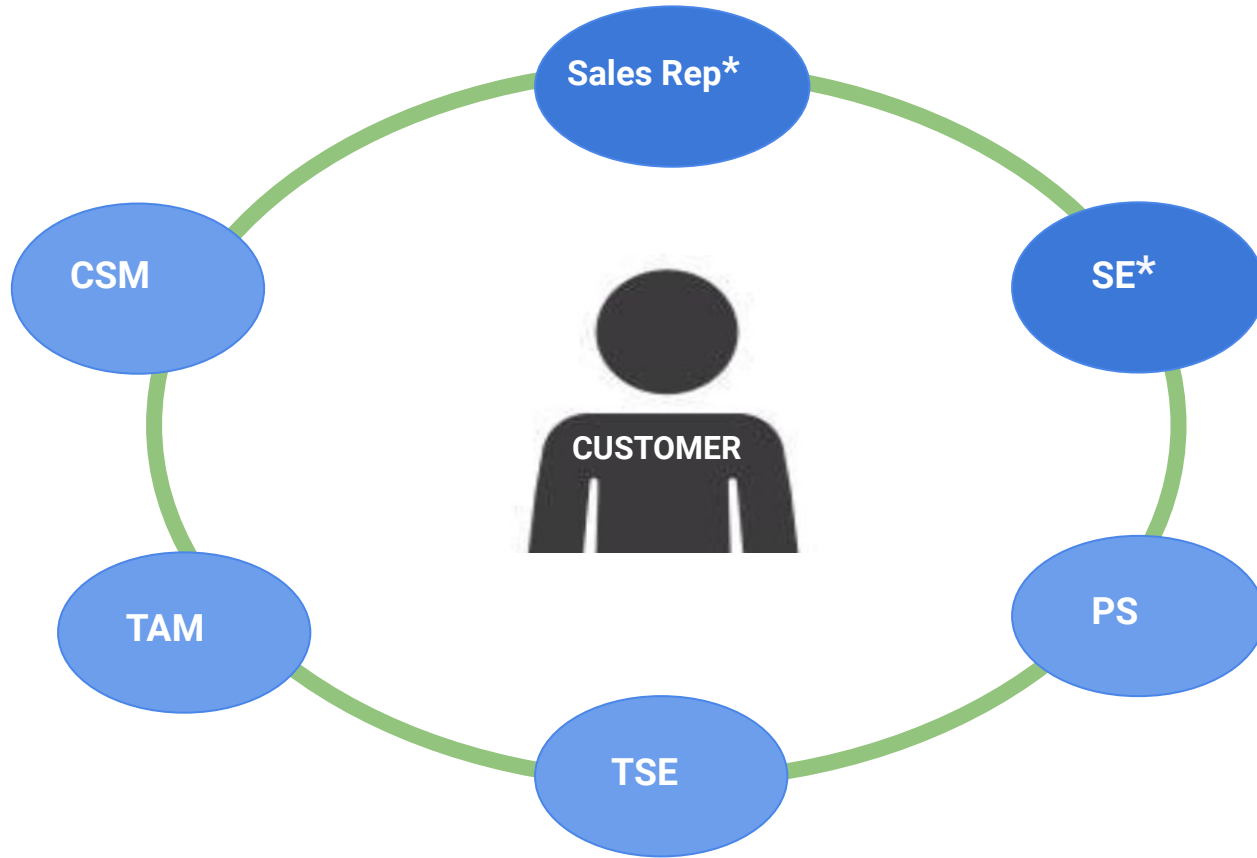
Manufacturing



Technology



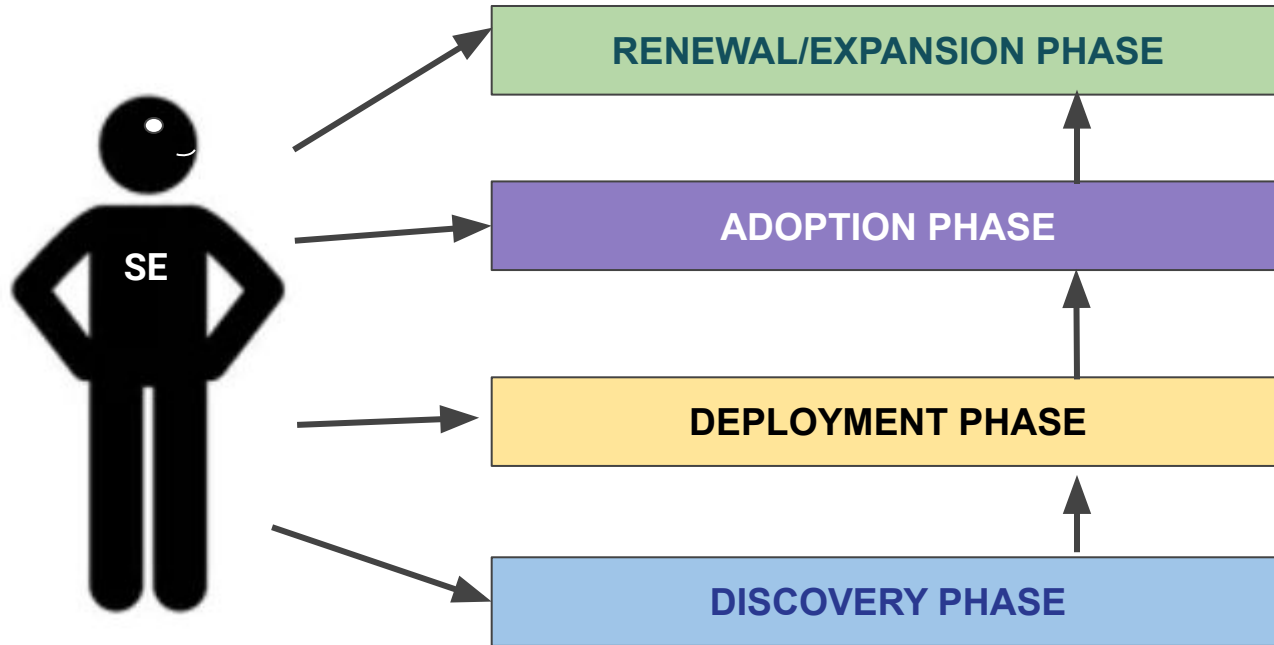
# What Does a SE Do? Team work



\* = SE and Sales Rep are part of the Sales Team



# What Does a SE Do? Is all about the phases



# What Does a SE Do? Activities

## Internal Activities

- Account planning
- Architecting
- Training
- Product Feedback



# What Does a SE Do? Activities

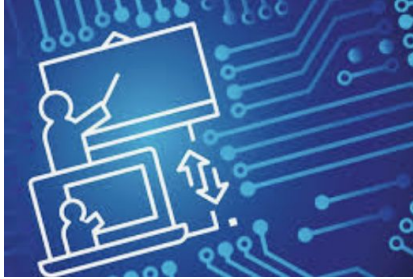


## Customer Facing Activities

- Discovery
- Demos
- Training
- Workshops
- Trade Show Support
- Post Sale Support
- POC (Proof of Concept)

# Skills an SE Should Have

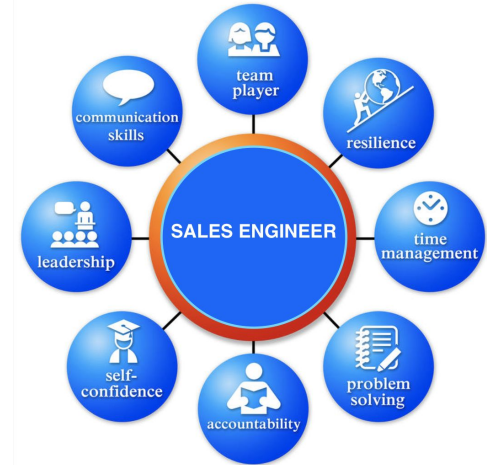
## Technical Skills



## Analytic Skills



## Soft Skills

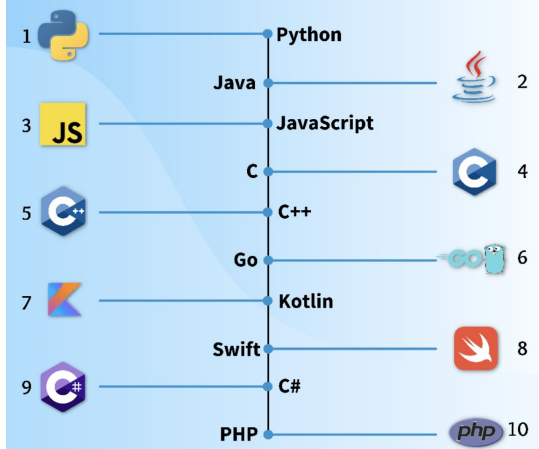


# How to Stand Out?

## Certifications



## Programming or Scripting Language



## PMP Certification



# A Day in the Life of a SE

1. SE admin task
2. Customer Workshop
3. Internal meetings
4. Internal Training
5. Customer Discovery session
6. Account Planning
7. Customer Product Demonstration



# Benefits of Being a SE?



1. Great compensation
2. Always learning something new
3. Flexible hours
4. Family-Work life balance
5. The people

# How Do I become a SE - Still in College?

- Internships
- Strengthen non-tech Skills
- Research Companies
- Join Sales Engineering Orgs
  - We the Sales Engineers
  - Presales Collective





# How Do I become a SE - Already in Tech?



- Network
- Research
- Strengthen Skills
- **Apply**

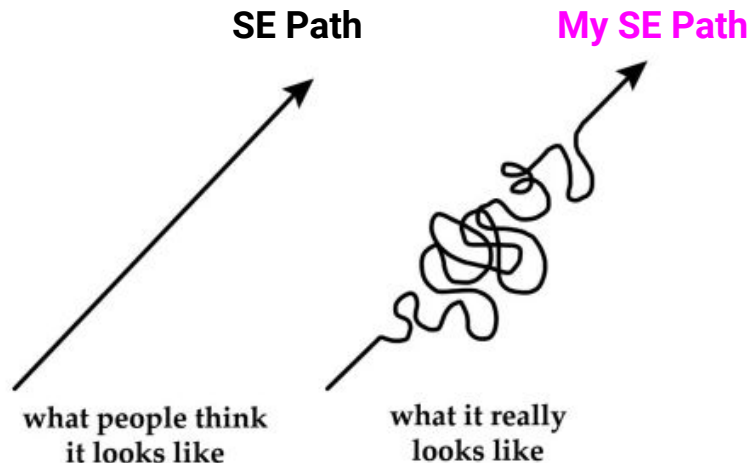
# How did I Become a SE - My Journey

## Experience

- E-commerce Manager
- Bank Teller
- Digital Campaign Data Analyst
- Digital Media Manager
- TAM
- Data Center Application Engineer
- TAM
- **Sales Engineer**

## Skills

1. Resilient
2. LEND attitude
3. Some programming experience (C, C++, C# & java)
4. Application troubleshooting and configuration
5. Data Center Cloud hosting
6. Splunk Certs
7. CCFA certified (CrowdStrike Certified Falcon Admin)
8. Windows, MacOS, Linux
9. Data analytics
10. Currently working on AWS Certification and learning Phyton



# Things to Consider

## 1) Travel



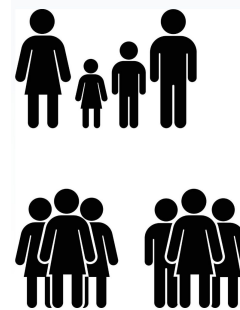
## 3) Company Size



## 2) Pay



## 4) Sales Resp to SE Ratio



Are you a curious individual? Someone who loves learning new skills and teaching them to others.

Are you comfortable being uncomfortable?

Do you like thinking outside the box and creating new paths to do things in a more proficient way?

If you answered yes to any of these questions, a role as a Sales Engineer could be the right fit for YOU.

***Estela Baca***

# DO YOU NEED HELP?

LinkedIn: Estela Baca: <https://www.linkedin.com/in/estela-baca-07b02b6b/>

PreSales Collective

Becoming an SE

Coursera-Sales Engineer

The qualified sales leader by John McMahon

Coursera: Sales Engineer Courses

Springboard

# THANK YOU!

