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### **9781608077441 Mastering Technical Sales The Sales**

About the Author: . John Care is managing director at Mastering Technical Sales LLC. He holds a B.Sc. with honors in chemical engineering from Imperial College, London and is a contributing member of the M.B.A. Advisory Council for the Fox Business School of Temple University, Philadelphia.

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### **Mastering Technical Sales 2015**

A VP of Sales Engineering at a large software company told me his POC Technical Win rate was 82%, yet the Business Win rate (generating revenue) was only 59%. I asked if his team was directly compensated for a Technical Win. My point exactly. But you can learn something from the statistics.

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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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**Mastering Technical Sales by John Care ebook eBooks com**

The Sales Engineer's Handbook. He received his B.Sc. in technical engineering with honors from Imperial College of Science and Technology, London, England. Aron Bohlig, director of vertical product management at Nortel Networks, received B.S. degrees in both information technology and English from the University of Puget Sound.

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