

tech-translator

Tech Translator / Solutions Consultant Career Dossier

1. Snapshot

- **Role Type:** Bridge between technical teams and business buyers; pre-sales storytelling.
- **Remote Profile:** Many remote/hybrid roles; consulting engagements easily remote.
- **Ideal Jeff Strengths:** Explaining complex systems simply, relationship building, pattern recognition.

2. Personal & Lifestyle Fit

- **Core Work:** Understand product capabilities, map to customer pain, lead demos/workshops.
- **Energy Signals:** Energizing when teaching; monitor for burnout from constant context switching.
- **Work Rhythm:** Customer calls, demo rehearsals, proposal writing, internal syncs.
- **Work Environment:** Sales, product, engineering; mix of meetings and async prep.
- **Value Alignment:** Help clients make informed decisions; highlight truthful, high-leverage solutions.

3. Skills & Tooling

- **Essential:** Discovery questioning, storytelling decks, light technical depth, objection handling.
- **Nice-to-Have:** Light prototyping (Notion/Figma), ROI calculators, domain expertise (SaaS, ops, data).
- **Habits:** Demo scripts, battle cards, customer notes, follow-up cadences.
- **Learning Path:** Study pre-sales frameworks, build demo narrative for a chosen product, practice with peers.

4. Market & Demand

- **Outlook:** Growing—companies need solutions consultants to accelerate sales cycles.

- **Automation Risk:** Low; human trust-building critical.
- **Job Security:** Dependent on pipeline but valued when deals close; consultants stable with retainer mix.

5. Compensation & Economics

- **Full-Time:** \$80K–\$120K base + bonus/commission (\$10K–\$40K).
- **Senior:** \$130K–\$150K+ with higher variable comp.
- **Consulting:** Discovery workshops \$1K–\$3K; ongoing advisory \$2K–\$5K/month.
- **Perks:** Travel budgets for events (if desired), sales enablement resources.

6. Entry Strategy

- Choose a niche (automation tools, analytics platforms) and craft a demo/storyline.
- Host free “tech translator” sessions for founders; collect testimonials.
- Engage in PreSales Collective, RevGenius communities; volunteer to run practice demos.
- Apply to remote solutions consultant roles via company boards (Airtable, HubSpot, Twilio) and Braintrust.

7. Engagement Lifecycle

1. **Discovery:** Understand stakeholder goals, constraints, success criteria.
2. **Solution Framing:** Map product features to needs, prepare custom demo.
3. **Demo/Workshop:** Facilitate session, capture objections, align next steps.
4. **Proof & ROI:** Deliver follow-up materials, case studies, ROI deck.

8. Challenges & Stressors

- Balancing authenticity with sales pressure.
- Staying current on product roadmap and competitive landscape.
- Managing travel or busy meeting schedules across time zones.

9. Ideal Employers & Clients

- **Go-To Employers:** B2B SaaS (Airtable, HubSpot, Twilio, Zapier), automation/AI platforms, analytics vendors, enterprise software consultancies.
- **Job Boards & Talent Networks:** PreSales Collective job board, RevGenius #jobs, AngelList (Solutions Consultant filter), CompTIA Tech Career Hub, company career pages with “Solutions Consultant/Engineer.”
- **Freelance & Fractional Channels:** Toptal Enterprise, Catalant, Braintrust (Solutions), Presales-as-a-Service agencies, Upwork enterprise presales gigs.
- **Outbound & Partnerships:** VC portfolio founders prepping demos, agencies needing sales enablement, RevOps consultants who need technical storytellers, co-hosted webinars with complementary tools, cold outreach offering demo redesign + ROI deck.

- **Communities:** PreSales Collective Slack, Solutions Engineer Network, Modern Sales Pros, r/salesengineering.

10. Money Loop Experiments

- Sell a \$249 “Pitch Polish” session to founders prepping demos.
- Create a mini-course “Explain Your Tech in 10 Minutes” (\$79).
- Offer to run three joint webinars with complementary tools to generate leads + revenue share.

11. Notes & Next Steps

- Develop a signature framework (e.g., “Constraint → Solution → Outcome” storyboard).
- Maintain library of analogies and visuals tailored to specific industries.
- Track hit rate of demos to iterate messaging; integrate insights into consulting offers.