

## Project Plan: "The Bridge Builder: A Technical Sales Engineer's Day"

### 1. The Audience

- Primary: Recruiters at tech companies looking for entry-level talent, and general audience members interested in what a technical sales engineer does.

### 2. The Purpose or Message

- Purpose: To inform the audience about the dynamic and rewarding role of a technical sales engineer.
- Message: The job involves being "the bridge" between cutting-edge technology and client needs, blending deep technical expertise with strong communication and problem-solving skills for a significant impact.

### 3. Visual and Auditory Elements

- The video will be approximately 1-2 minutes long, using a fast-paced, engaging style.
- Scene    Visual Elements                      Auditory Elements

#### 1: The Problem

Fast cuts: frustrated client on a video call, blinking server lights, confusing lines of code on screen.

Intense, slightly chaotic background music; sound effects of keyboard clicking, phone ringing; Voice-over (VO): "Technology is amazing... until it isn't. When systems fail, who steps in?"

#### 2: The Solution

A calm, professional technical sales engineer (TSE) - literally me - on a video call, confidently taking notes, a whiteboard with simple diagrams.

Music shifts to be more focused and inspiring; VO: "A technical sales engineer. The bridge between the problem and the solution."

#### 3: TSE in Action

Quick cuts: TSE collaborating with a software development team (diagrams, whiteboards); TSE presenting a polished solution to clients (smiling faces); TSE in a lab coat briefly looking at hardware. Upbeat, professional background music continues; sound effects of subtle "aha!" moments/chimes; VO: "Blending deep knowledge with client needs. We translate the tech, we solve the puzzle."

#### 4: The Impact

Screen capture of a positive client email; smiling team high-fiving; an infographic showing successful project metrics (e.g., 99% uptime, 30% efficiency gain). Music crescendos to an optimistic peak; celebratory sound effect; VO: "The reward? Driving innovation, ensuring success, and making a real-world impact."

## 5: Call to Action

A simple, bold text graphic: "Explore a Career in Technical Sales Engineering"; contact info or a relevant job board link. Music fades out smoothly; VO: "Ready to build your bridge? Learn more today."

## Explanation: Rhetorical Devices

Rhetoric is used both verbally (in the voice-over/script) and visually (in the scenes and graphics) to persuade the audience about the value of the technical sales engineering career path.

### Ethos:

- Visually: The TSE character is portrayed as confident and professional in diverse settings (client calls, team meetings, even a lab). Scenes showing collaboration with development teams and successful project metrics establish the role as legitimate and expert-backed.
- Verbally: The voice-over uses assured language, referring to the TSE as "the bridge" and a "solution" provider.

### Pathos:

- Visually: The initial scenes evoke frustration and chaos (blinking lights, chaotic music) to create a problem the audience can relate to. This then resolves into scenes of collaboration, high-fives, and smiling clients, generating feelings of relief, satisfaction, and inspiration.
- Verbally: The script uses emotionally resonant words like "frustrated," "amazing," "reward," and "impact."

### Logos:

- Visually: The use of diagrams, whiteboards, and infographics with specific metrics (99% uptime, 30% efficiency gain) provides concrete evidence of the role's effectiveness.
- Verbally: The narrative logically structures the argument: identifying a universal problem, presenting a specific solution (the TSE role), showing how that solution works in practice, and outlining the clear benefits/impact.

It's kind of corny and I don't love it so we'll see if this is what I end up doing.