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john care and chris daly lay out the 3 1 rules of se leadership a simple framework designed for everyone from ses thinking about moving into management to the newest of new se managers to a global se vice president this is a fascinating blend of tactical and strategic advice based on 30 years of experience and many years of running se specific workshops all designed to allow you to follow the 3 1 rules develop and serve your people run pre sales as a business and serve your customers all matched up with rule 0 manage yourself it's a common and often repeated story

you take a rock star sales engineer who is highly valued for their sales and business skills and make them a manager because they are a great se with no regard for their possible leadership skills whatsoever perhaps they are pointed at a few online hr resources and take a mandatory managing within the law session then they are released into the wild and asked to manage lead and motivate a team of sales engineers each of whom performs the job differently than the newly minted manager used to do

profiles ninety percent of the jobs in the economy nearly 270 in total covering each one s nature working conditions required skills training advancement outlook earnings and related occupations

thinking about launching a new career or progressing in your existing career as a field application engineer or a technical sales professional do you dream of a career visiting and helping engineers in multiple industries international travel and a great salary earned using your ever increasing technical knowledge if so then this is the book for you this book does not contain hundreds of acronyms and sales buzz words nor is it full of details you will find in a corporate sales book if you want a list of corporate jargon this isn t the book for you this book contains a set of hard and fast rules and techniques that will propel you out of your engineering comfort zone and into the exciting world of sales if you have the engineering mentality on or off one or zero black or white binary way of thinking this book s direct efficient approach is just the thing you need to learn the skills required to find success in your new career the author before working in technical sales russell jay williamson had many years of design engineering experience experience in both a large multinational corporation with over 100 000 employees and a small company with only 11 employees has provided him with a great perspective on how engineers work in this industry since switching into sales he has developed the skills described in this book over many years from trial and error this book describes these techniques that he has refined and will provide you the reader with the shortcuts you need so you don t waste years becoming the best sales engineer you can be

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