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Edition by John Care B.S (Author), Aron Bohlig (Author)

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After months of editing, we're finally ready to release the Mastering Technical Sales 2019 Sales Engineering Video Set. This is a series of Twenty (Yes - 20) videos specifically designed to cover the Fundamentals of Sales Engineering. each video ranges from 90 seconds to 9 minutes and are perfect for: 1. On-boarding Sales Engineers / New Hires 2.

Mastering Technical Sales

Mastering Technical Sales is simply the missing manual that Pre-sales Engineer always wanted, but never had or knew existed. I was very fortunate to have found John Care and his wonderfully written handbook that has become a staple of our SE training.

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About 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.

John Care - Managing Director - Mastering Technical Sales ...

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