



Big Techday 12 - Tools and Methods

The Nerdy Salesman

Why technical people must start shaping their businesses and are best equipped to do so!

Johannes Lechner - June 7th 2019

Motivation

Johannes ca. 2005



Motivation

Be Close to the Client



Sales ... Really ?!



Motivation

Be Close to the Client



Sales Prejudices

Used Car Salesmen



Badly Sold FUBAR Projects



Reality Check



What is really required for selling complex products?

Sales Process for Complex Products

Sales Process for Complex Products



Listen

Sales Process for Complex Products



Listen



Identify Root Cause

Sales Process for Complex Products



Listen



Identify Root Cause



Research & Quantify

Sales Process for Complex Products



Listen



Identify Root Cause



Research & Quantify



Validate & Close

Reality Check

Who is really required for selling complex products?

Sales Process for Complex Products



Listen



Identify Root Cause



Research & Quantify



Validate & Close

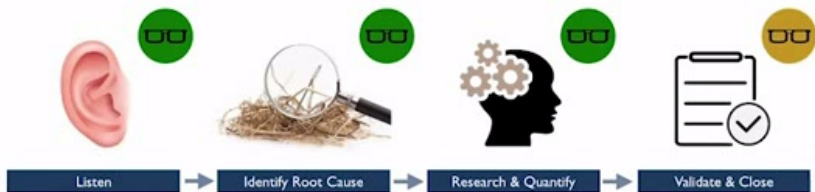
Sales Process for Complex Products



Sales Process for Complex Products



Sales Process for Complex Products



How To Get Closer to the Client?



Mindset Change #1

Clients talk

Problems

Mindset Change #1

Clients talk

Problems > **Solutions**

Engineers talk

Mindset Change #2

Clients care about

Benefits

Mindset Change #2

Clients care about

Benefits > **Features**

Engineers care about

Features

Ideas for Nerdy Students

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Become T-Shaped

CDTM, Manage & More, Hasso-Plattner-Institut

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Do Real Projects

Applied Software Engineering Courses

Ideas for Nerdy Students

Become T-Shaped

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Sell Your Skills

Try Out Freelancing & Consulting

Do Real Projects

Applied Software Engineering Courses

Ideas for Nerdy Young Professionals

Ideas for Nerdy Young Professionals

Get a Sales Buddy

Ideas for Nerdy Young Professionals

Get a Sales Buddy

Consider a T-Shaped Job

Sales Engineering, Product Management, Business Analyst

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Sales Engineering, Product Management, Business Analyst

Grow Your Domain Knowledge

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Grow Your Domain Knowledge

Join Client Meetings

Ideas for Nerdy Managers

Ideas for Nerdy Managers

Prevent “Flüsterpost” Requirements

Let your team talk to the client and end users directly

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Prevent “Flüsterpost” Requirements

Let your team talk to the client and end users directly

Invite Speakers from “the Business”

Ideas for Nerdy Managers

Prevent “Flüsterpost” Requirements

Let your team talk to the client and end users directly

Encourage Your People to Sell

Invite Speakers from “the Business”



Your Thoughts?

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