THE SE LEADERSHIP INSTITUTE PRESENTS

Sales Engineering Leadership BlackBelt Workshop

The industry's preeminent leadership workshop for SaaS presales leaders, this comprehensive program directly accelerates and complements your leadership practice and connects you with an invaluable cohort of progressive leaders.

Learn the critical skills and tools you need to optimize your operation and team, and drive the next level of success for your career and your organization.

We Teach Sales Engineering Leadership and Mastery

Initially developed by a global SE executive with over 30 years in the technology industry, and author of the #1 Amazon bestseller *Sales Engineering Leadership*.

The program leverages the proven practices of Silicon Valley's top SaaS companies, enriched by the collective wisdom of thousands of years of SE leadership from its alumni and mentors.

The 16-Hour Interactive Training Includes

01 Exercises to articulate the scope and impact of SE teams in a changing landscape

02 Detailed discussion of the SE Leader's many roles and competencies

03 Deep dives on the SE technical sales process with instrumentation, AI, tools and KPIs

04 Leading-edge inspection cadences and frameworks

05 Latest techniques for customer expansion and technical success

06 Action plans to build strong partnerships across the organization

07 A comprehensive workbook with templates you complete in session and keep

08 Separate office hours for individual or group artifact review and integration

Industry Best Practices

You will gain deep conceptual and practical understanding of the following, with templates you complete in session and keep:

- Vision and Charter Setting
- Engagement Model Optimization
- Technical Opportunity Management
- Inspection Frameworks
- Organization Design and Modelling
- Compensation Planning
- Career Planning and Talent Review
- Product Gap Reporting
- SE Measurement and Communication
- AI Across the SE Practice

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Stephen Morse helped shape the modern discipline of solutions engineering, establishing operating models first at Oracle and then at Salesforce that became industry standards. He has developed the principles and practices across decades, and there is no one more qualified to teach them. Any SE leader at any stage of growth can put these lessons to work.

Marc Benioff

CHAIRMAN AND CEO, SALESFORCE

How the Program Works

PROGRAM FORMAT

Two Weeks. Eight Live Sessions.

16 hours of live training, plus weekly office hours
Upcoming dates: seleadership.com/workshops

The program runs over two weeks, with two 2-hour sessions on two days each week, for eight hours a week. All sessions are conducted live on Zoom. In addition, weekly office hours cover template and artifact review and integration for those who want to apply the templates actively to their business. Leaders leave with new ideas and many of their challenges solved.

01
Interactive Live Training
Eight modules of actionable best practice proven in the field with the world's best technology companies

02
Deep Dives
Critical strategy and tactic discussions on SE programs across organization and operation

03
AI Integrated
Discussions on AI's impact and the right hybrid strategies between automation and human execution

04
Actionable Value
Each module template is designed for immediate application, with individual office hour coaching as desired

SE LEADERSHIP BLACKBELT

Selected Sessions and Topics

01 Vision and Charter Setting	02 The Making of an SE Leader
03 Organization Design and Mapping	04 High-Performance Culture and Talent
05 Sales Process Alignment and ROE	06 Discovery, Evaluations and Technical Close
07 Coverage Strategy and AE:SE Model	08 Compensation Planning
09 Metrics and Measurement	10 AI Across the SE Practice
11 Product Gaps and Feedback Loops	12 Expansion and Technical Success

Sessions and topics are subject to refinement before the workshop begins.

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I was genuinely blown away by the quality of the training. I took away eight new ideas to implement right away and a bunch of refinements to things I was already doing. The leader of the training was VP of Sales Engineering at Salesforce, Box, & Mixpanel and knows what it takes to succeed.

Maneesh Bhide
AVP OF FIELD ENGINEERING, DATABRICKS

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What sets Stephen and SELI apart is the ability to innovate without losing rigor. We partnered across leadership training, IC workshops, and custom expansion content, and each engagement raised the bar.

Jay Mulakala
SENIOR DIRECTOR OF SOLUTIONS, DRONEDEPLOY
(ACQUIRED BY PROCORE TECHNOLOGIES)

SE LEADERS FROM THESE COMPANIES ARE PROGRAM ALUMNI

salesforce · iterable · Optimizely · SalesLoft · Google · mixpanel · AMPLITUDE · Gainsight · algolia

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