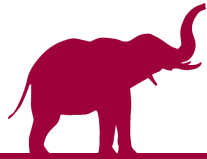


# BevermannAcademy



*With passion to success and RoE's!*

**ELEPHANT  
IN THE ROOM**

## Ed.2, Part 3

### Presales

**1.0  
vs  
2.0**



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**Presales 1.0:** the classic SE. Answers RFPs, unwinds detailed presentations guru-like, fights technical battles, defends products and the solutions they have built.

**Presales 2.0:** still able to do all that, with less of a guru-attitude, but first and foremost consider themselves solution manager & catalyst. When presenting they will talk naturally, engage in conversations, be a moderator who focusses on understanding and overachieving the expectations of all people in the room. Vivid, highly attentive and with much more precision. And as a genuinely interested person, they are able to talk to all levels, understand exactly where the issues are, dig deep and coach their customer to jointly build solutions with them, but not until the underlying problem is understood and even quantified 100%.

Not easy to get to 2.0 – much harder than another technical certification, still worth the investment:

**For the presales consultant:** they can significantly improve their market value beyond technology – and get fit for the next ten years which one can expect to be much different than the last 10.

**For the employer:** this leads to new opportunities, more intelligence about customers and projects – and it also minimizes risk, and even increases forecast accuracy.

*Are you at 2.0 yet? Are your people? If not, how much longer can you afford not to be?*

**BA**



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