

**SOL
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NY2025**

Influencing Organizational Health: Building a High-Impact Presales Enablement Engine

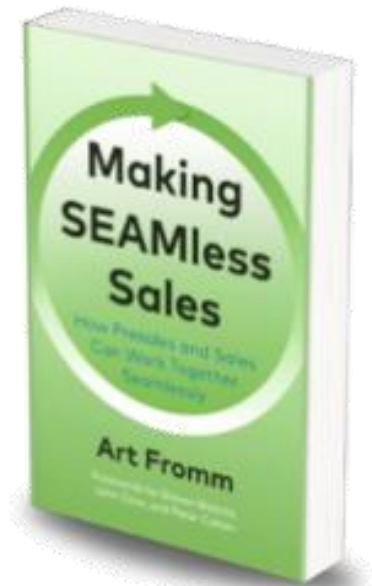
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SEAMless Sales®

Art Fromm

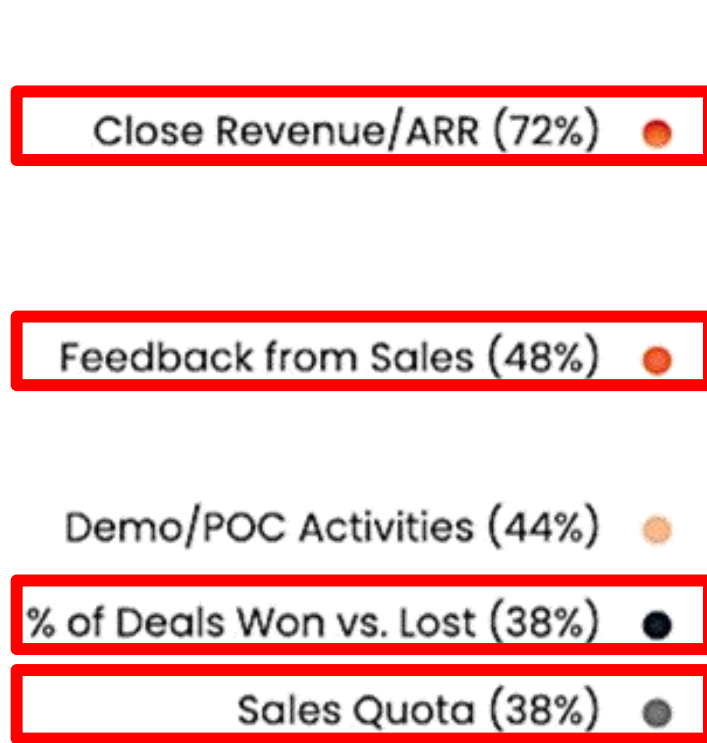
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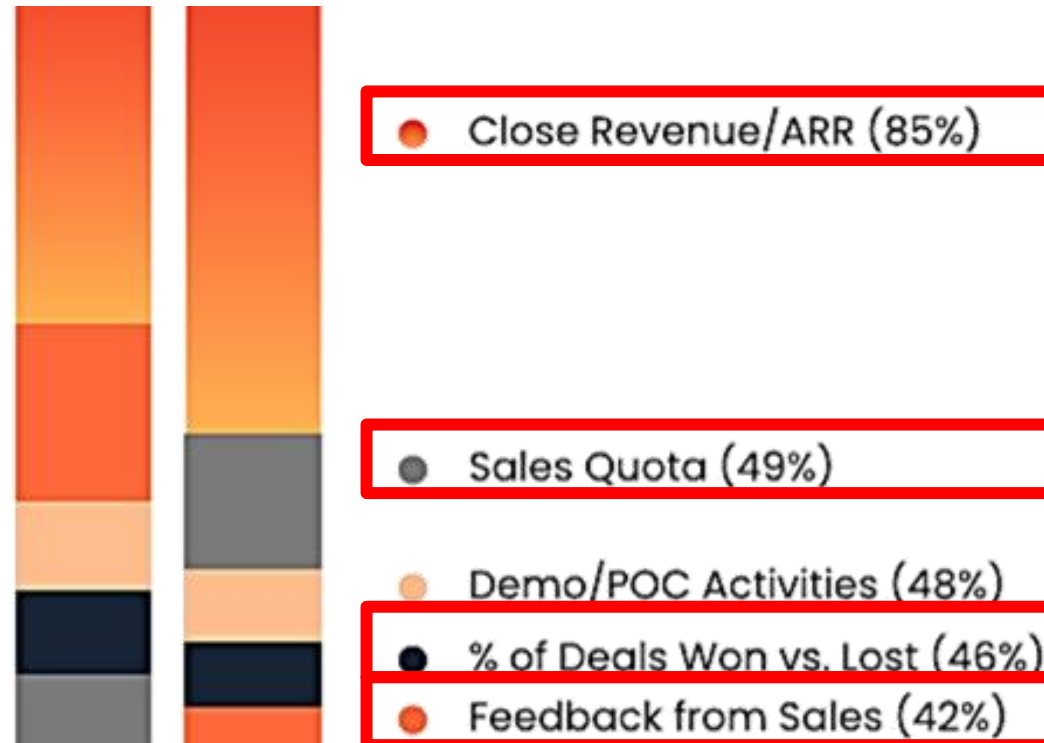
Studies by Salesforce, PreSkale, SiriusDecisions, Dock.us, & other publications show that organizations who have a strong AM-SE partnership can have 15% - 38% higher win rates compared to those who don't.

2025 Consensus SE Compensation & Workload Report

Sales Engineers Top 5 KPIs



Presales Managers Top 5 KPIs



From Silos to Synergy: Breaking Down the Sales-Presales Divide

The SE/AM Divide:

- Poor collaboration.
- Lack of trust between SEs and AE/AMs.
- Underutilization of technical expertise and tying to business needs.




Table Teams

- Half of the table think as an SE; other half think as an AE/AM.
- 5 minutes - list challenges you're facing regarding working with your counterpart.
- 10 minutes table discussion - rotate back and forth sharing and offering suggestions.

15 Minute Debrief – examples from each table.






Primary SE Role - Technical Close

The SE confirms that the Technical Decision Maker (TDM):

-  Agrees that the solution meets the technical requirements in support of the business goals.
-  Commits to implement (consume or renew) the solution at the exclusion of the alternatives, including competitive offerings and do nothing.
-  Recommends implementation and long-term use of the solution to the Business Decision Maker (BDM).

Primary AM Role - Business Close

The AM confirms that the Business Decision Maker (BDM):

-  Agrees that the business outcomes will be achieved as a result of the project in conjunction with technical recommendation from the Technical Decision Maker (TDM).
-  Is satisfied that the potential business risks are addressed.
-  Confirms that the investment or commitment to proceed is justified.
-  Commits to move forward with this project within a set timeframe, at the exclusion of other projects or priorities, including do nothing.
-  Compels the approver or person who can commit funds/resources to sign off on the project.

From Silos to Synergy: Breaking Down the Sales- Presales Divide

Actions we can take as leaders:

- **Track Partnership Win Rate:** Track win rates for SE-AM pairs vs. individual performance.
- **Revenue per Partnership:** Calculate revenue generated per SE-AM pairing.
- **Joint Activity Score:** Measure frequency and effectiveness of collaborative activities.
- **Cross-functional NPS:** Survey SEs and AMs about satisfaction working with counterparts.
- **Time to Technical Close:** Measure speed of technical requirement satisfaction and commitment to move forward.

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Benefits of SE-AM/AE Alignment

- Increased win rates.
- Shorter sales cycles.
- Larger deal sizes.
- Less discounting.
- Better client experiences that build trust and drive recurring revenue.
- Higher morale – team member satisfaction.

15-37% of sales potential is left on the table due to poor SE-AM collaboration.

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