

Adding Resources and Expertise to Reach Perfect Training Scores **Tech\$ellEnts**

Background: Tech\$ellEnts (TSE) is a training company founded by experienced sales engineers who provide training specifically for sales engineers. TSE sells their patented Sales Engineering Improvement solutions through an international network of authorized reseller partners. Their offerings have been delivered internationally in 40 countries to over 4000 sales engineers at some of the largest technology companies in the world.



Tech\$ellEnts®

Challenge: In response to customer demand, Tech\$ellEnts needed a new course that focused on the unique needs of sales engineers who work through channel partners. The new course needed to build off of TSE's successful SEskills training and be written with a robust facilitator guide to accommodate new TSE instructors and ensure consistency and transferability of the content. In addition, TSE was looking to enhance the look and feel and instructional effectiveness of the participant materials.

Their seasoned staff had some existing content to work with, staff subject matter experts (SMEs), and fantastic ideas, but no time or resources to take on the task.

Solution: Entelechy worked closely with TSE SMEs to craft a participant-oriented set of materials that supported the complex content and intensive exercises. Entelechy helped create novel approaches to explaining concepts and we created tools and job aids to support the learning after the class. All of the courseware culminated in a technical account planning tool designed specifically for channel-focused sales engineers.

In addition to the participant materials, Entelechy meticulously crafted a facilitator guide to reduce new instructor learning time and to allow for collaboration and innovation with the more experienced instructors.

The first deliveries of the course by Tech\$ellEnts met with rave reviews and perfect scores on targeted feedback instruments. TSE president, Phil Janus, presented the feedback to the Entelechy team: "Outstanding. Great results by the team! ...anytime you need a reference, just let me know. Thanks again for your hard work to provide us with a successful offering."