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Andrew K Betts

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Client Encounters of the Technical Kind



How to win, support and challenge customers
... methodically

Andy Betts PhD, MIEEE

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or not it would be worth my time, and all praised Client Encounters of the Technical Kind: How to win, support and challenge customers ... methodically, with ICON9's tools best practices for field engineers:

0 of 0 people found the following review helpful. "Client Encounters" is a must read for anyone involved with ...By Customer"Client Encounters" is a must read for anyone involved with Technical Sales. There are lots of sales books/trainings available today, but Andy's book really resonates with those in technical sales, yet many of the concepts could also be applied to any customer facing sales person. The book is a quick read focusing on simple, yet effective, concepts that really make you stop and "think" about how you engage with your customers and how you could make those engagements more focused, efficient, and effective. Putting the ICON9 concepts to practice on a daily basis is what will develop expertise, but the simplicity of the concepts themselves eliminates feeling overwhelmed.0 of 0 people found the following review helpful. What I like about this book is that it does not push ...By Damian McHaleIn my experience of running large technology and engineering companies, there has always been a 'tension' between the 'techies' and the commercial teams - and there should be - it's healthy. What I like about this book is that it does not push engineers into behaviours that they would not be comfortable with - overt sales postures, for example. Rather, it gives them the means to contribute to commercial goals in a way that is likely to suit them. So it's a great companion for people in the engineering or technical disciplines seeking to improve the commercial aspect of their work. I hope people enjoy it as much as I have. Damian McHale Eng. Aero,CDIR, Fiod0 of 0 people found the following review helpful. A "must read" book for any engineer working with customersBy Coby HanochI've been managing sales teams worldwide for 20 years, including hundreds of customer support engineers. I've seen many books for training salespeople, but this is the first time I see a book which really addresses the specific needs of the field engineers. Andrew manages to cover the different aspects of the engineers role and interaction with the customer very well, giving excellent advice, but even more important - the book is very easy to read, written and edited to look like "light" reading with many good examples, so that you enjoy reading it and finish it before you notice it.

There's a lot more to technical work than technology, as anyone in contact with clients will know—and most engineers, scientists and technicians have some sort of client to worry about. Experience shows that the relational and commercial aspects of customer-facing technical roles are as difficult as the 'hard science'. And, to succeed professionally, you have to shine in all these areas simultaneously!Client Encounters of the Technical Kind describes a set of tools and methods that help Customer-Facing Engineers to overcome this constant challenge. Based on over 20 years' experience in direct customer support as well as the management and training of field support teams, the book addresses Sales, Support and Own Organisations' topics, and also tackles delicate issues, such as how to stand up to customers whose views you do not share. Using a wide range of practical examples, it:Helps engineers to bring new and existing customers over to their point of viewImproves support outcomes by facilitating the analysis of client situations, making it easier to choose the right next stepsEnables engineers to challenge their customers in a constructive and low-risk mannerGives a structure to pre- and post-sales work, facilitating teamwork and helping engineers consolidate their experience.Topics and tools are organised around a five-step Encounter Process, making them simple to learn and remember, and web-based resources facilitate day-to-day recall and use. The system of tools and methods, called ICON9, has proved its worth in many companies—small, large and multinational—where Customer-Facing Engineers are recognised as being critical to success in Business-to-Business (B2B) operations.