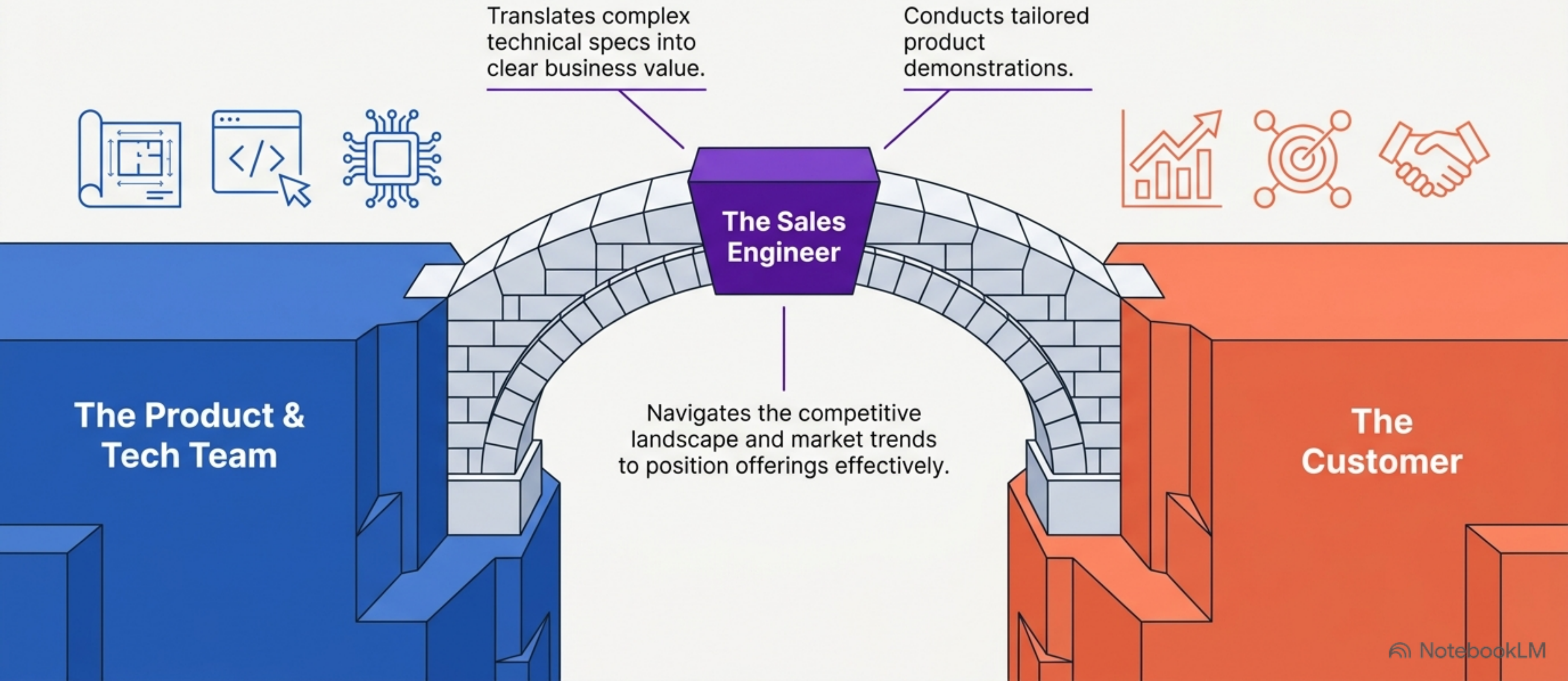


The Sales Engineer Blueprint

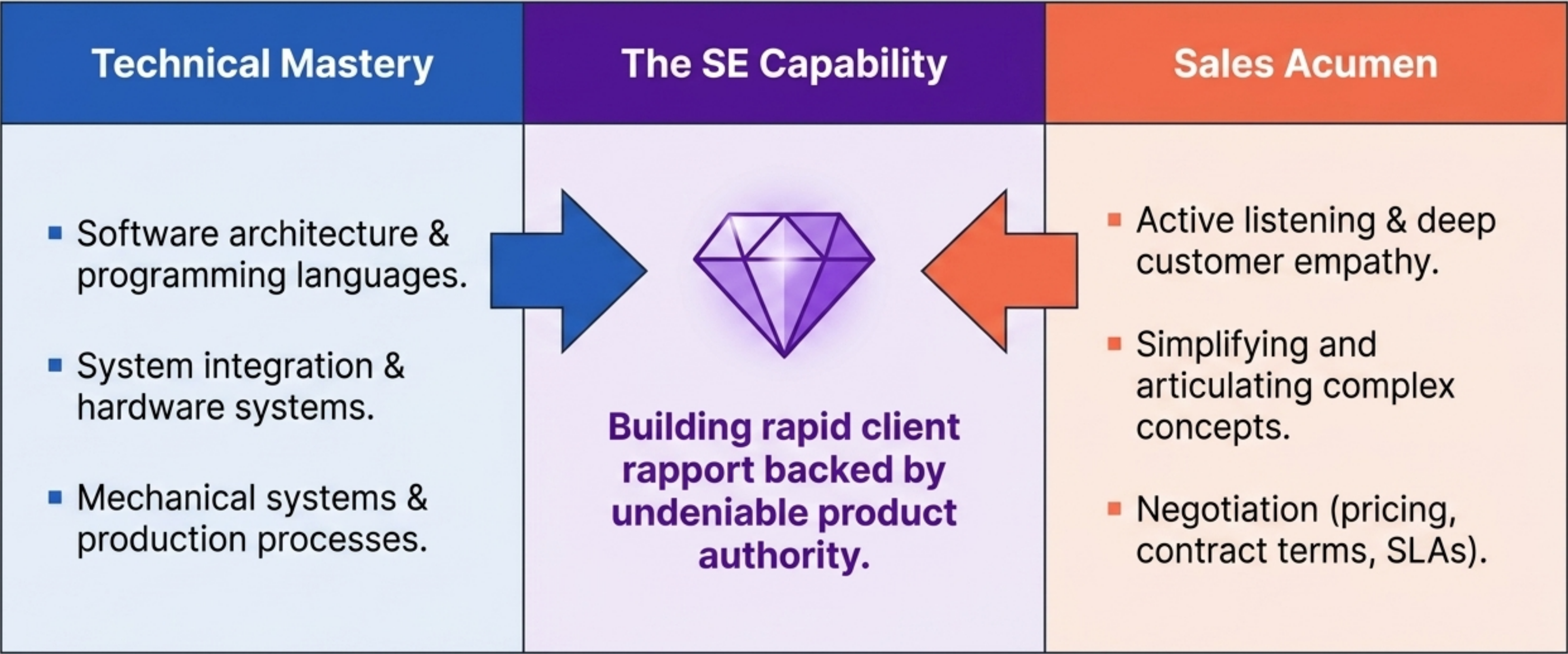
A tactical playbook for bridging technical mastery and sales acumen.



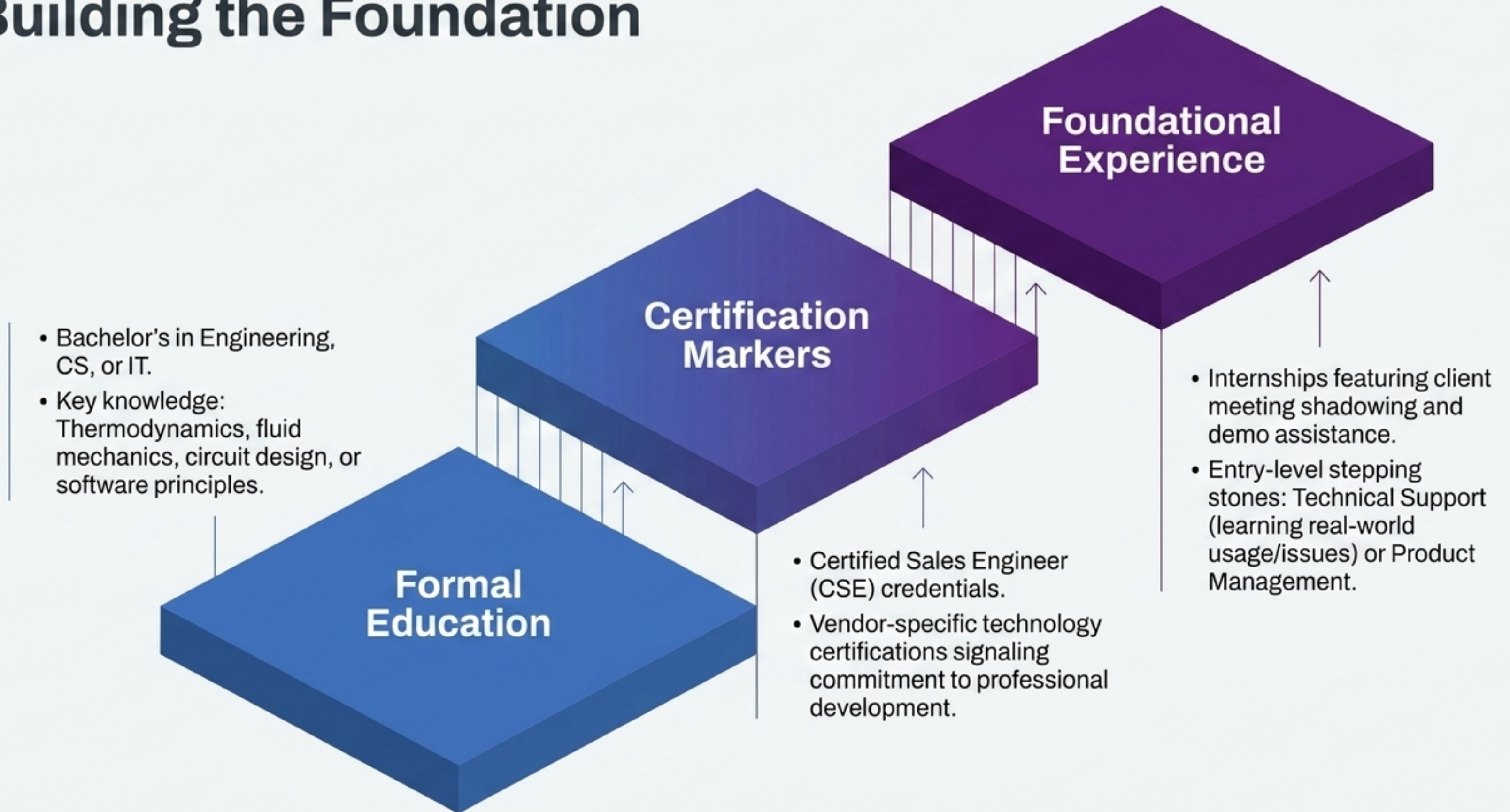
The Keystone of the Pre-Sales Process



The SE Dual-Skill Matrix



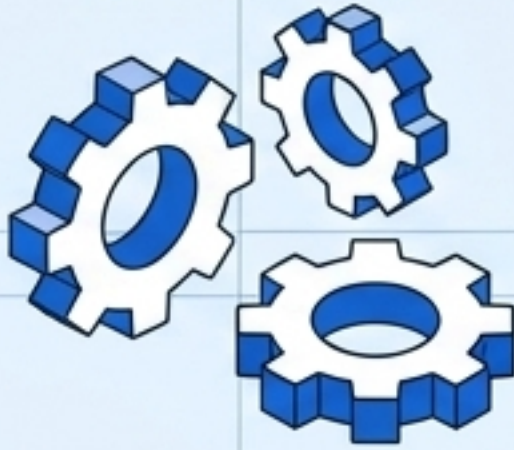
Building the Foundation



The Acquisition Pipeline



Navigating the Interview Gauntlet



The Technical Test

Focus: Practical assessments and deep product familiarity. >>

Expectation: Solving hypothetical problems and presenting architectural solutions based on real-world case studies. >>

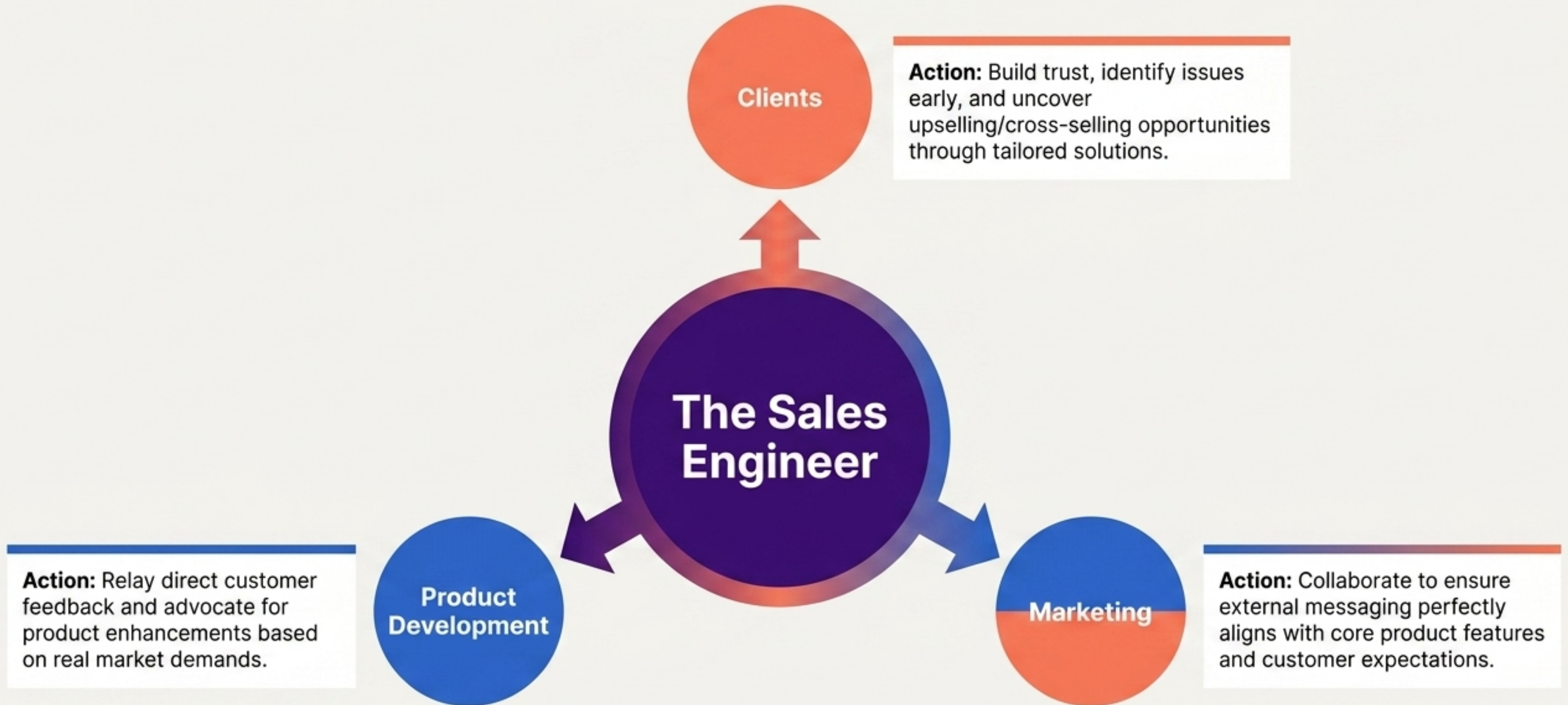


The Behavioral Test

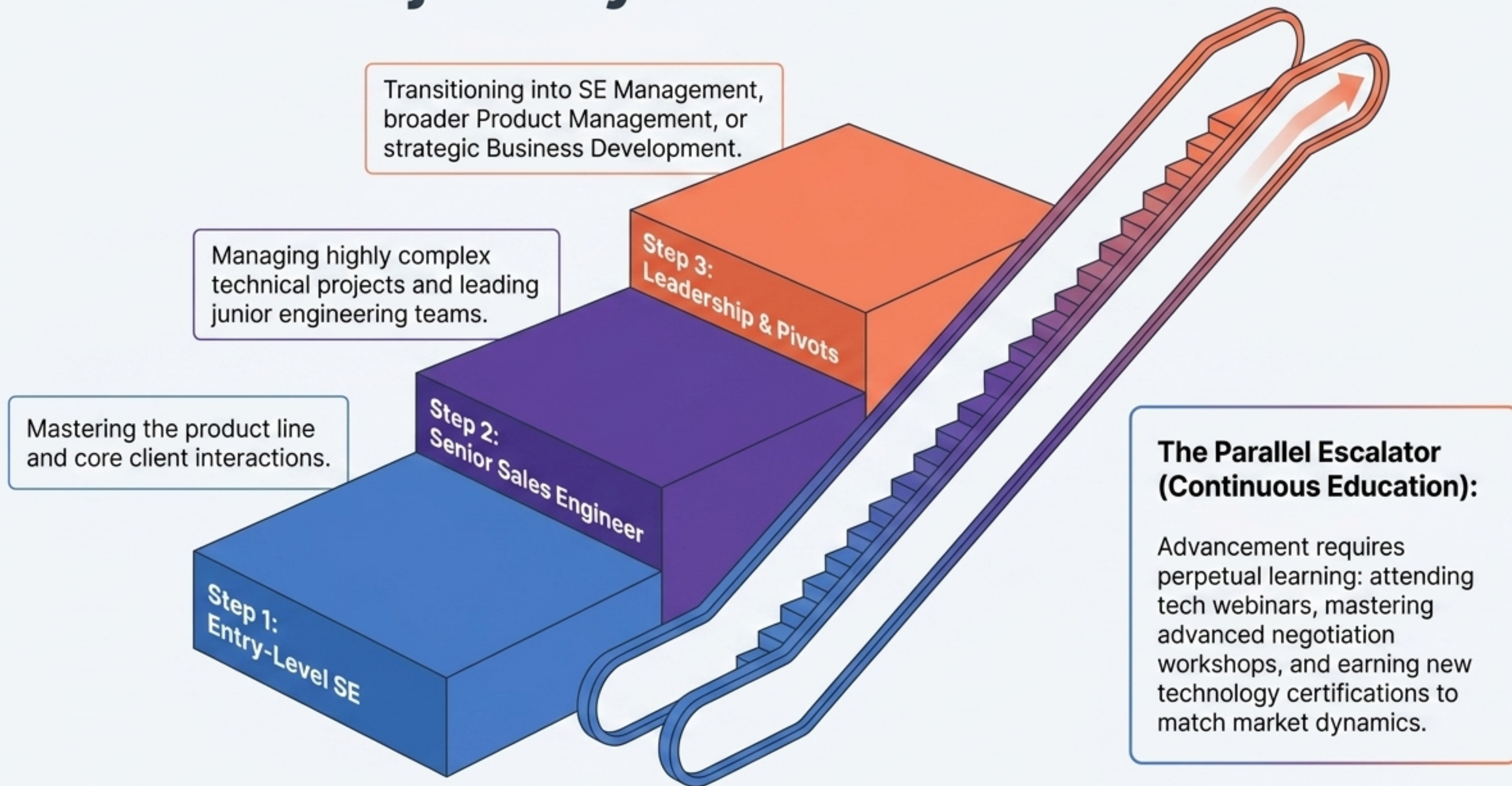
Focus: Interpersonal dynamics and problem-solving agility. >>

Expectation: Demonstrating communication clarity, adaptability, and the ability to handle simulated client pushback. >>

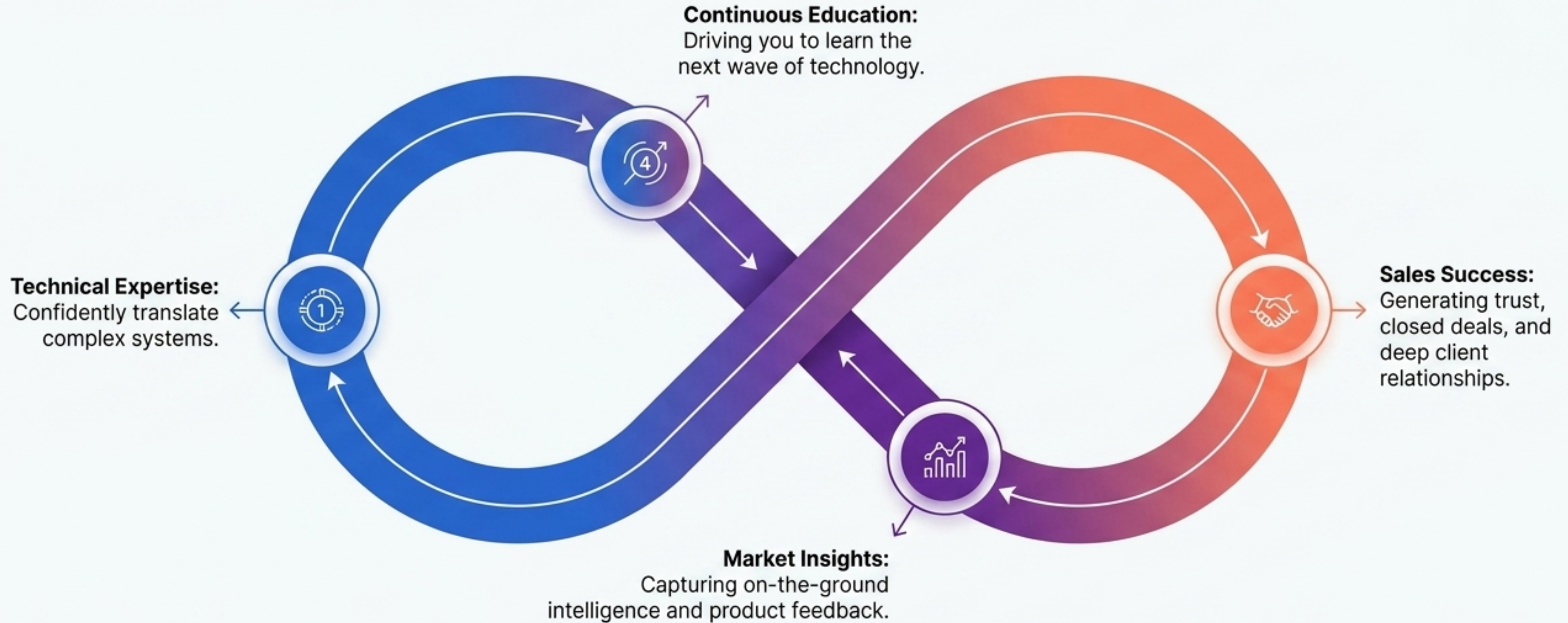
The Cross-Functional Lynchpin



The Career Trajectory Staircase



The Continuous Ecosystem of an SE



The Sales Engineer role is a dynamic engine where technical curiosity fuels sales, and sales fuel continuous technical evolution.