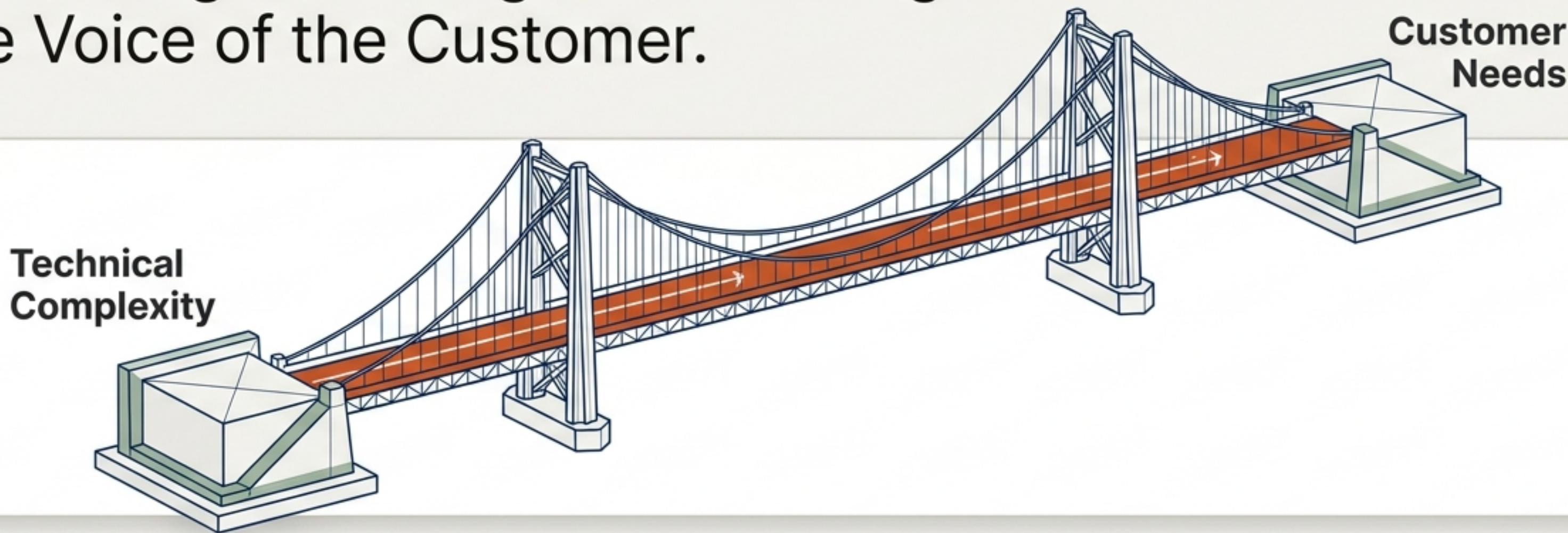


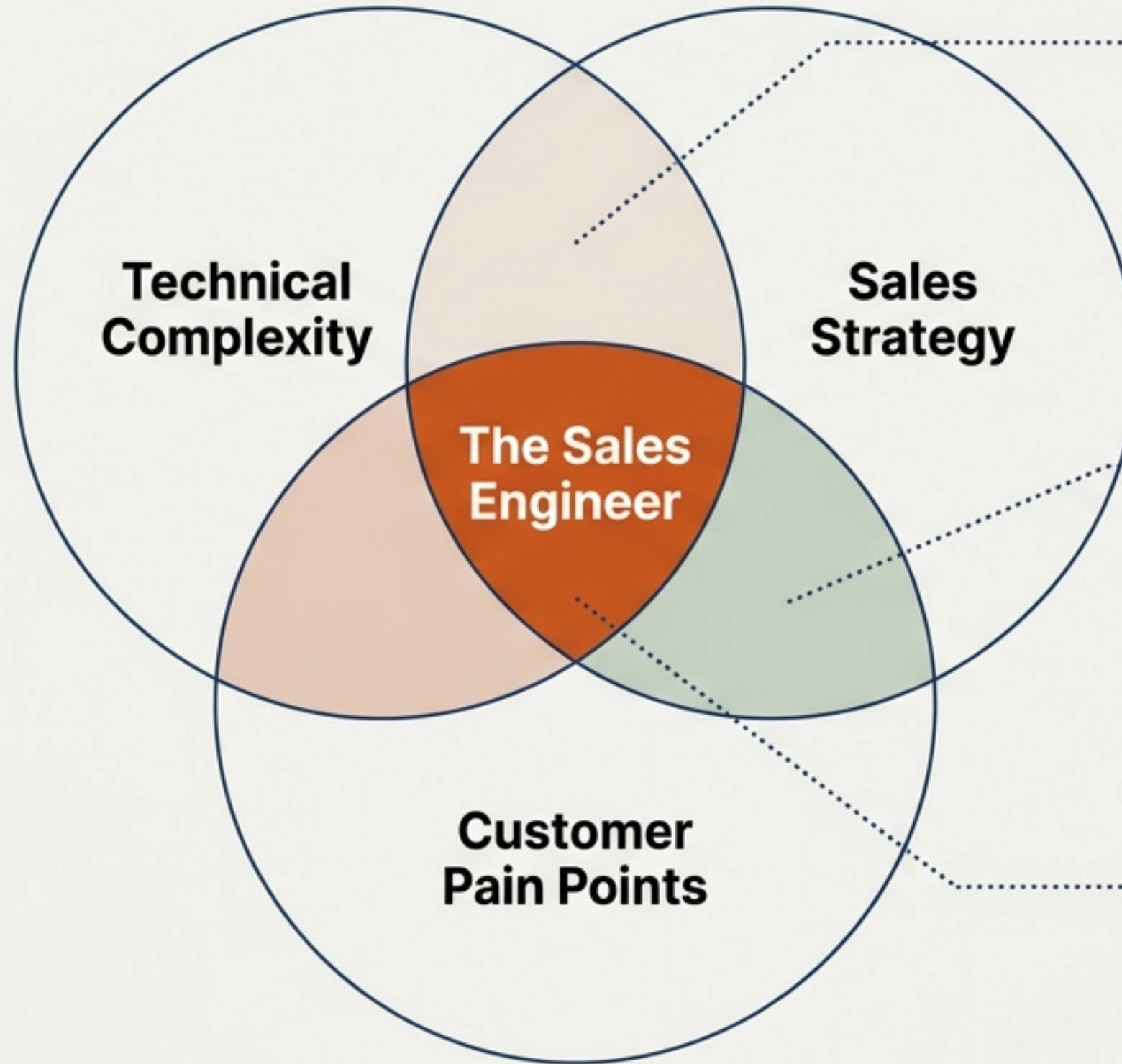
The Missing Metric

Evaluating Sales Engineers Through the Voice of the Customer.



A strategic playbook for integrating qualitative feedback into SE performance, enablement, and revenue growth.

The Multidimensional Sales Engineer



The Translator

Must convert complex technical jargon into relatable business concepts for non-technical buyers.

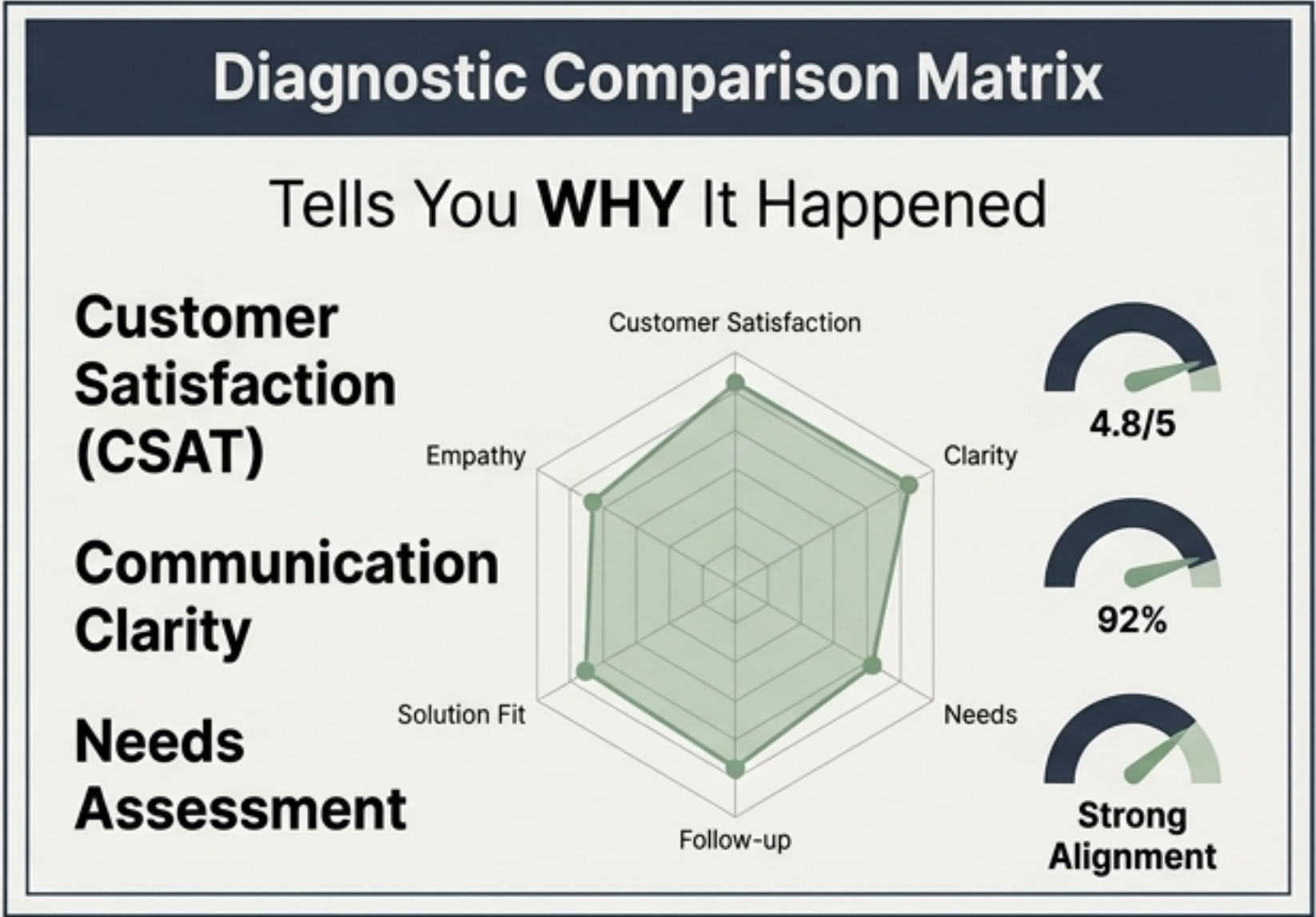
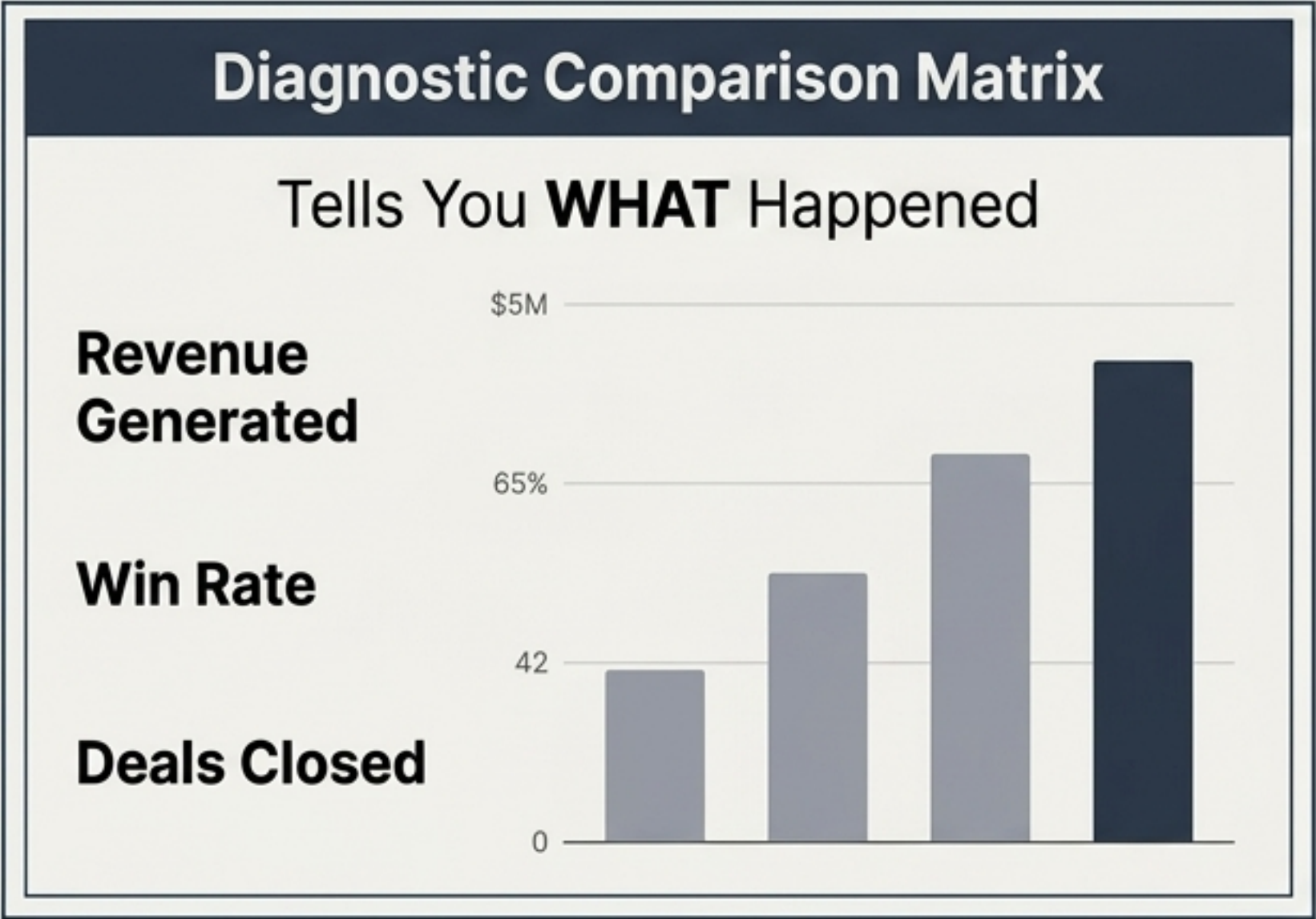
The Liaison

Works flawlessly between internal engineering departments and the external sales team.

The Trust Builder

Requires exceptional interpersonal skills to establish long-term credibility that closes deals.

The Metric Gap: Traditional vs. Feedback-Driven Evaluation



The Warning Sign: An SE might boast a high win rate but low customer satisfaction scores—signaling a severe, hidden risk to long-term customer retention.

Decoding the Feedback: The Dual-Lens Approach

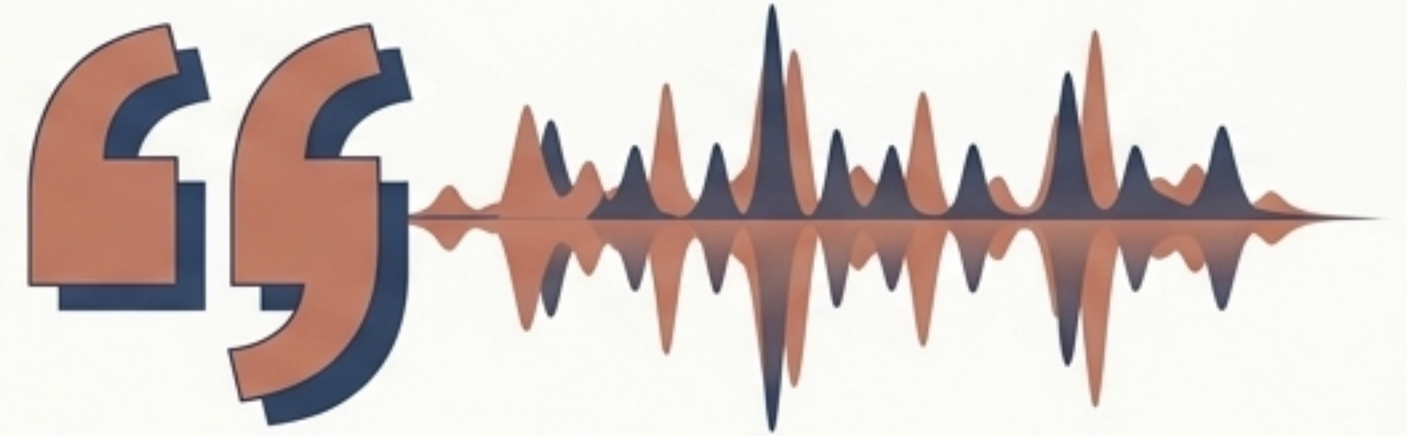
Quantitative Insights



Derived from structured surveys.

Essential for setting performance benchmarks and correlating specific SE behaviors with overall satisfaction scores.

Qualitative Insights



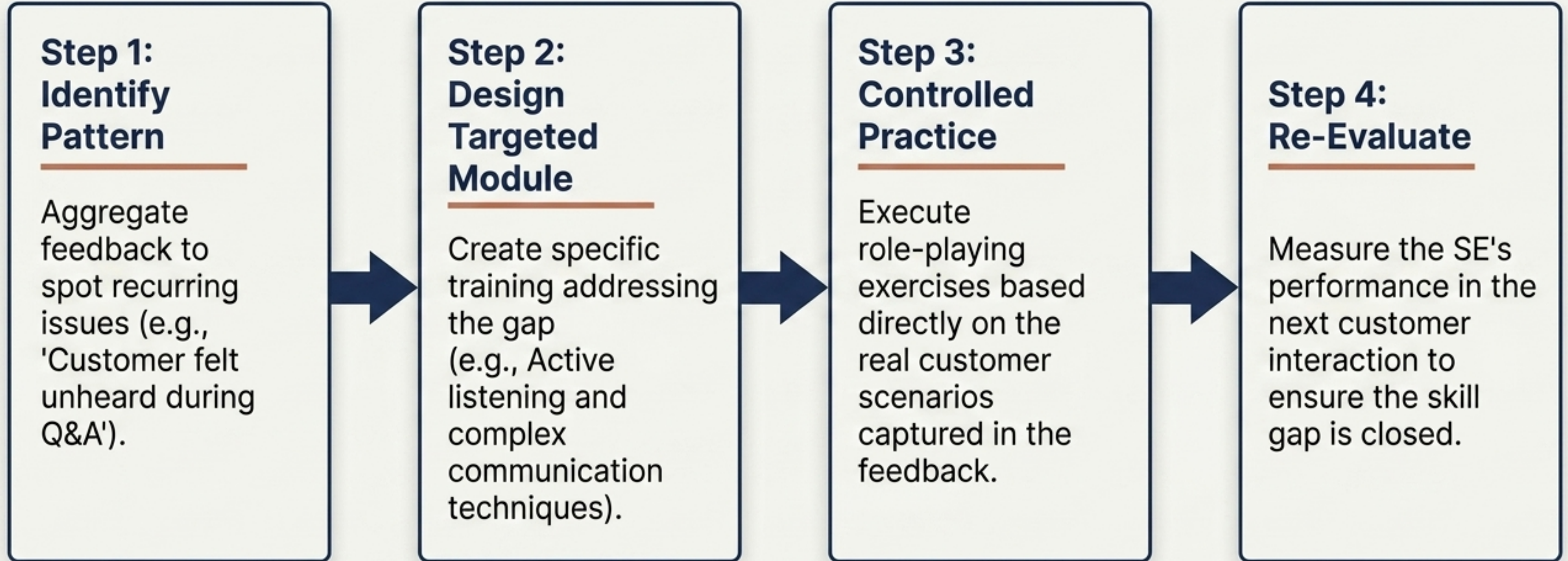
Derived from open-ended survey comments and post-deal interviews.

Essential for uncovering the nuances of an SE's communication style, empathy, and listening skills.

Actioning the Signals: A Diagnostic Dashboard

	Leveraging Strengths	
	Customer Signals: • High technical accuracy • Exceptional responsiveness • Clear product demonstrations	Manager Action: Leverage this SE for team templates, internal mentorship, and high-stakes pitches.
	Diagnosing Weaknesses	
	Customer Signals: • Too much jargon • Poor post-demo follow-up • Did not address specific pain points	Manager Action: Deploy targeted coaching and specific skill-gap interventions.

The Feedback-to-Enablement Engine

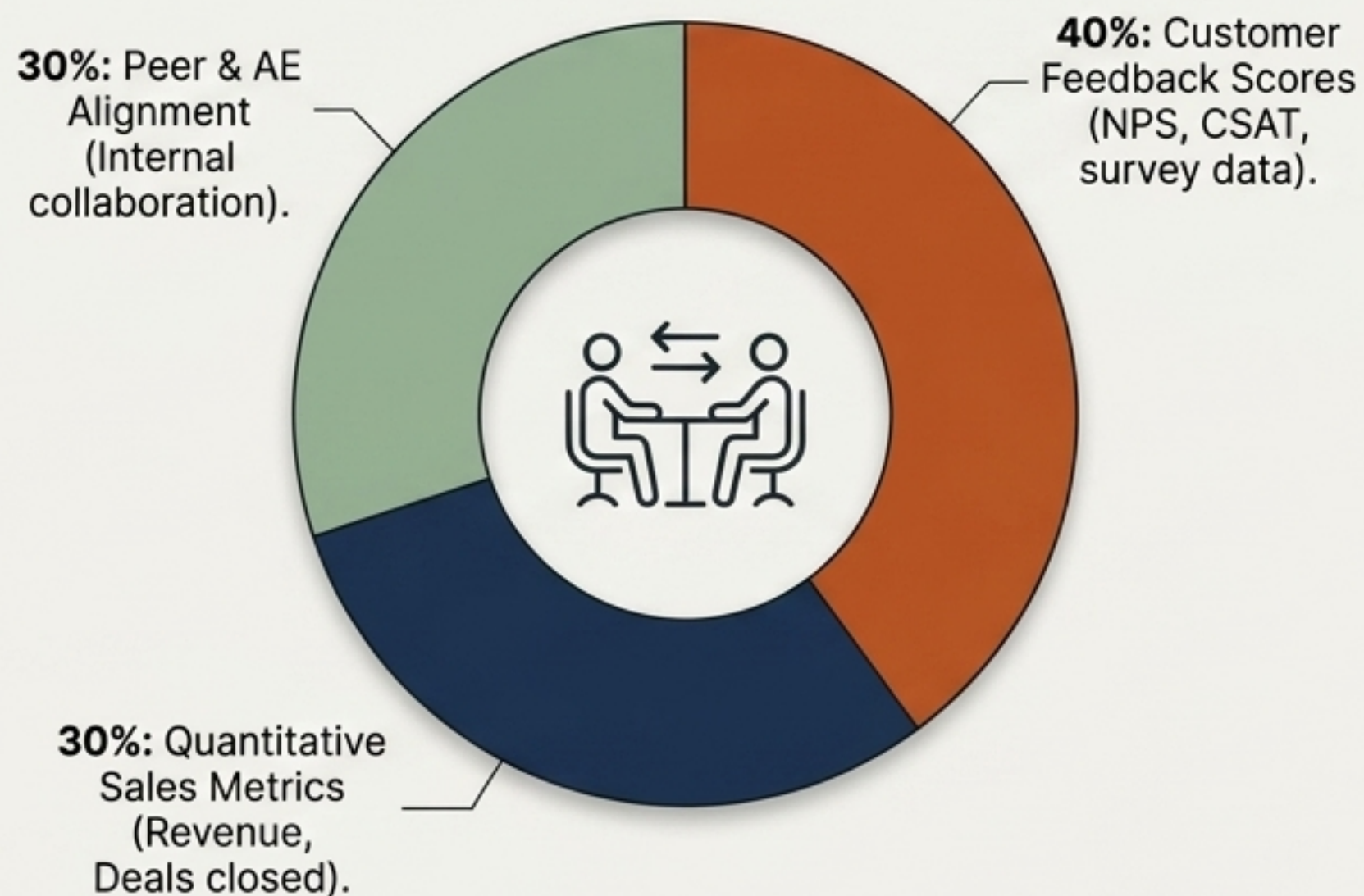


Strengthening the Customer Relationship



Redesigning the Performance Review

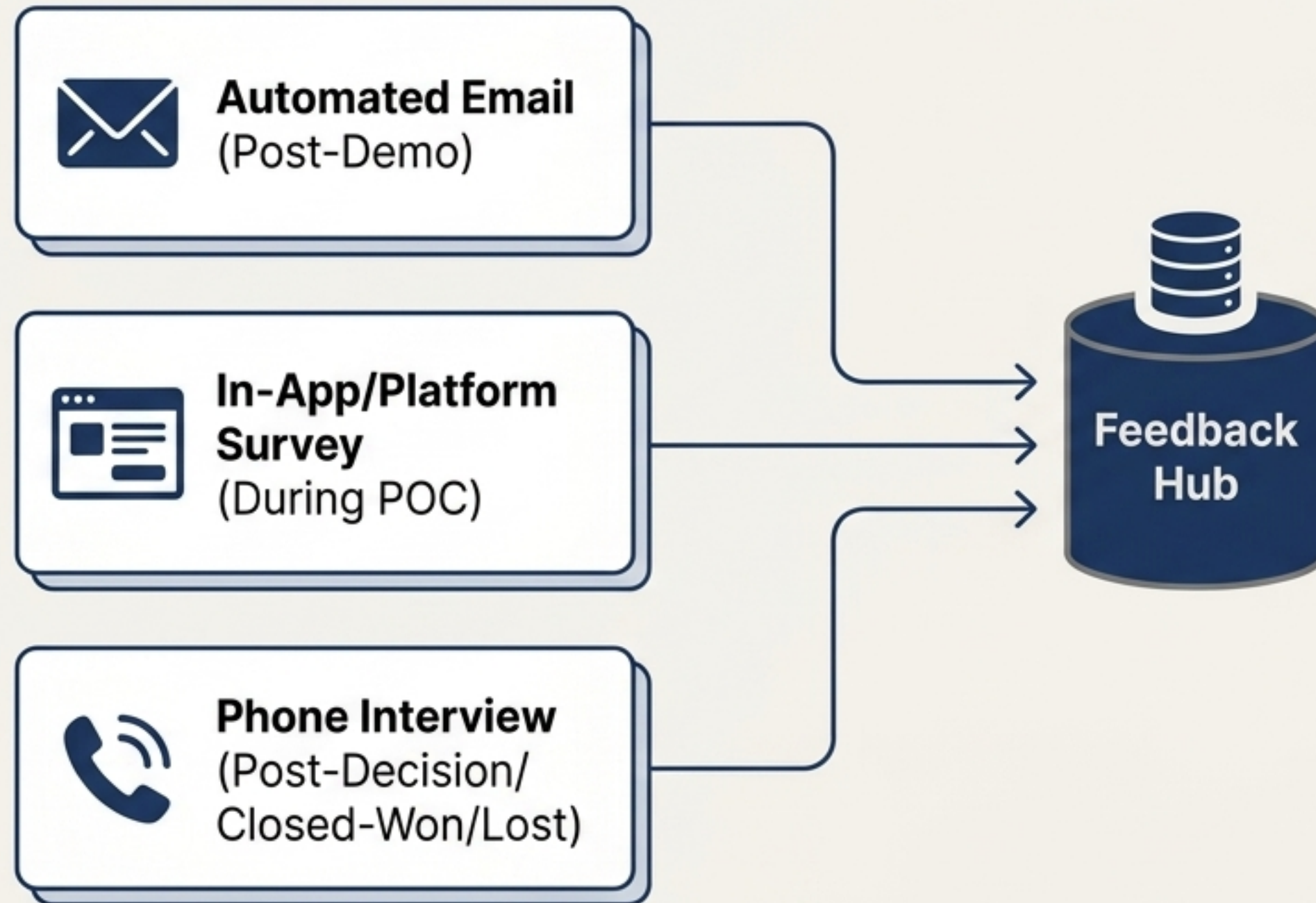
3-Pillar Evaluation Breakdown



The Testimonial Imperative

Include direct customer testimonials and quotes in the review document to anchor performance discussions in objective, external reality rather than subjective managerial opinion.

Best Practices for Data Collection



Rule 1: Immediacy

Deploy structured surveys immediately following the SE interaction while the experience is fresh.

Rule 2: The Mix

Always combine quantitative rating scales with at least one open-ended text field.

Rule 3: Segmentation

Analyze feedback patterns across different customer segments, industries, and deal sizes to find hidden trends.



Technical Expertise + Empathic Translation (Calibrated by Feedback) = Unstoppable Sales Engineering.

Customer feedback is not a report card; it is the ongoing, real-time calibration of your most critical sales asset. Leveraging it ensures your SEs are equipped to deliver exceptional value in an ever-evolving marketplace.