

FOR HEADS AND VPS OF SALES ENGINEERING

Business Value *Alignment* for Sales Engineering.

A shared way to connect the customer's situation, business outcomes, relevant capabilities and decision evidence across discovery, demos, PoVs and deal reviews.

01 Current situation	02 Business consequences
03 Desired outcomes	04 Measures of value
05 Required capabilities	06 Decision evidence

DISCUSS THE TEAM AND CURRENT OPPORTUNITIES

RELEVANT WHEN

Business consequences remain unclear Discovery identifies requirements while the operational and commercial significance varies across the team.	Demos and PoVs need a stronger decision line The capabilities shown and the evidence produced need to connect directly with the customer's priorities.	Strong practice needs to become shared practice The leader wants repeatable application in live opportunities, reviews, coaching and onboarding.
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WORKING FORMAT

Business Value Alignment team training

Choose a focused half-day, a full working day or a two-day team format. Every version is prepared with the SE leader and uses the team's current material and live opportunities. Greater depth adds practice across discovery, demos, PoVs and opportunity reviews.

01 / PREPARE Select the live work Leader interview, current material and two opportunities.	02 / BUILD Create the model Use the team's language to connect all six parts.	03 / APPLY Work the opportunities Build questions, value maps and demo or PoV decisions.	04 / REINFORCE Use it in reviews Leader prompts, feedback criteria and a 30-day check.
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THE TEAM LEAVES WITH

Material that can be used in the next customer conversation.

- A shared Business Value Alignment model
- Work completed on live opportunities
- Discovery questions and value maps
- Explicit demo and PoV choices
- Leader prompts for opportunity reviews
- Cases for enablement and onboarding

RELEVANT BACKGROUND

Built from operating experience.

Jacob worked as a Sales Engineer before building Sales Engineering at Leapwork from the ground up and leading the team internationally. The operating work covered hiring standards, training paths, onboarding, Business Value Assessments, opportunity reviews and field-to-product routines.

HALF-DAY / ONE DAY / TWO DAYS / ENABLEMENT PROGRAM / FUNCTION BUILD AND SCALE / LEADER ADVISORY

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