

## ALIGNMENT TIPS

## Product + sales engineering

Product managers can play a critical role in supporting sales engineers by establishing a close working relationship. This helps ensure the product is being presented accurately to potential customers and that the product's technical capabilities are effectively communicated.



- ♦ **Provide timely, detailed information** on upcoming product releases, features, and enhancements, as well as product roadmaps. Sales engineers need to know about these developments to be able to effectively communicate the value of the product to prospects and customers.
- ♦ **Promote feedback** from sales engineers on the product's strengths, weaknesses, and areas for improvement. Sales engineers interact directly with prospects and customers, and their insights can be invaluable in identifying customer pain points and identifying new opportunities for product innovation.
- ♦ **Arm with documentation and training resources** to unblock deals when there are technical hurdles. This will help sales engineers become experts on the product and be able to quickly and effectively address prospects' or customers' technical questions or concerns.

**PARTNER BENEFIT:**

**When sales engineering and product teams collaborate closely, it can result in a thorough comprehension of the product and its potential, better communication and teamwork, and ultimately, elevated sales and enhanced customer satisfaction.**

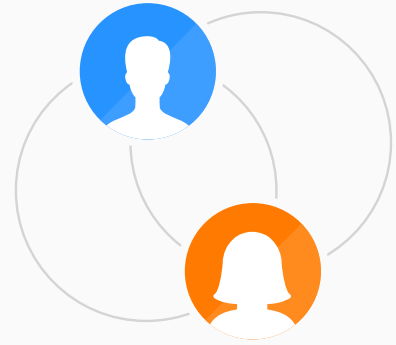
### Want more tips on building better relationships with your colleagues?

Check out the rest of our collaboration cheat sheets here: [Achieving Product-GTM Alignment](#)

### Achieving Product-GTM Alignment

Learn how high performing product teams partner with sales, customer success and more to improve the product launch process and accelerate growth

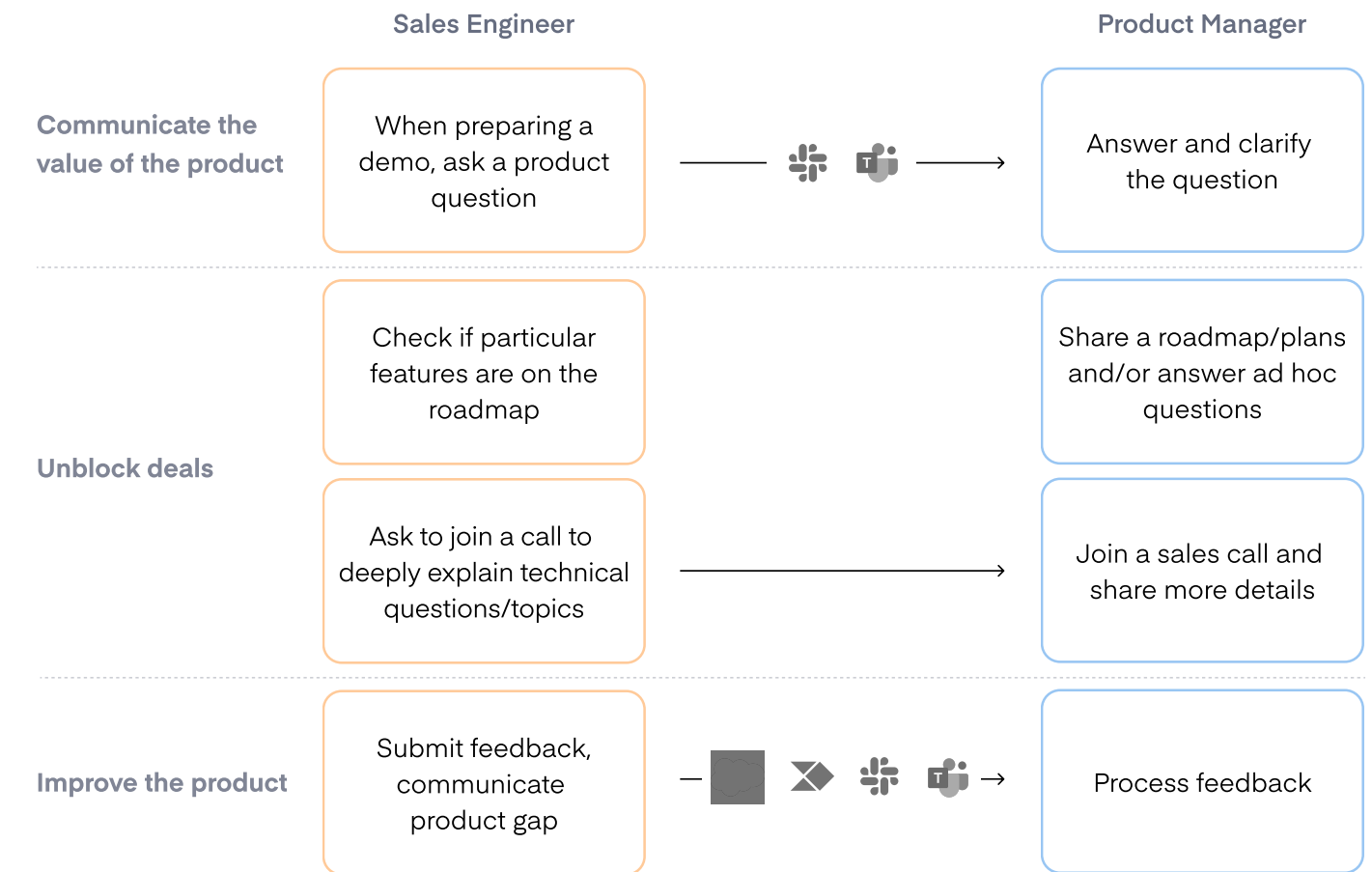




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## Common interactions



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