

Helping engineers transition from technical recommendations to solving real business problems

A Red Education Case Study



★★★★★ 98% of students recommend Red Education

Testimonial

"Great job on delivering the first Consultive SE Program (CSP) to the engineering team. In partnership with Red Education and Wilson Learning our Consultative SE Program helps engineers transition from making technical recommendations to solving real business problems and delivering value to their customers and internal stakeholders.

- Engineering Services Director

Red Education Professional Development

Red Education Professional Development provides a pathway of sales, consulting, and relationship development programs designed to deliver the skills critical to the success of every IT professional.

As an authorised distributor of Wilson Learning we provide award-winning content combined with subject matter experts leveraging the latest in delivery platforms.

INDUSTRY - TECHNOLOGY SOLUTIONS

Our client provides technology solutions to sectors including telecommunications, information systems, transportation, medical, industrial and consumer electronics, providing specialised services and expertise across the product lifecycle.

CHALLENGES

The company was undergoing a transformational shift, with clients as well as internally. They were moving from a reactive to a proactive, collaborative, partnership approach. Their engineers had a good understanding of the technology they worked with but needed help relating it to broader business problems.

SOLUTIONS

We delivered a customised version of Counsellor Sales Person, a Wilson Learning program that was specifically tailored for the needs of engineers. This provided a consultative framework that aligned with a problem-solving approach. We provided tips and tools to improve the engineers' ability to relate, enhancing their questioning skills to expand the discovery beyond product needs.

OUTCOMES

- Increased confidence from the engineers allowing them to engage more effectively with key stakeholders.
- Increased discovery and ability to identify new business opportunities with clients.
- Feedback from the client was extremely positive.



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