

New Trade Association Gains Momentum After Initial Conference Call

Group Advocates for Sales Engineers from Multiple Industries



Boston, Aug 17, 2020 ([Issuewire.com](https://www.issuewire.com)) - The newly-formed North American Association of Sales Engineers (NAASE) conducted its first forum/conference call for Association members and other invitees, on August 13th. The NAASE Executive Team considered the ZOOM event a success due to its practical advice and considerations along with interactions from professionals representing various fields and industries.

Others involved tended to agree.

"It was a great pleasure to be part of this NAASE webinar. Such interesting dialogue related to the role of Sales Engineering across various industries. I am truly looking forward to the next opportunity to share with and learn from the NAASE community."

Damian Hanna

Sr. Director, PreSales Engineering

Citrix Systems, Inc.

"I'm really impressed by the NAASE's focus on the sales engineering job function across all industries. I very much enjoyed being part of this event, and found the interactions with the participants to be insightful and thought-provoking."

Robert Schneider

Technologist / Sales Engineer / Consultant

(Guest Speaker at NAASE Conference Call)

"Great session today with the North American Association of Sales Engineers! I specifically enjoyed hearing about on-site experiences and how to address certain types of personalities on both the prospect side as well as internal sales side.

Thank you for the invite to today's session, NAASE! I look forward to many more sessions!"

Diana Diaco Cervantes

Software Solution Engineer/ Product Manager

Thus far NAASE, thru its Blog page, has introduced timely content from industry experts like Peter Cohan, Aileen McNabb, and Chris White, along with career/professional gurus at <https://careerresumes.com/>.

NAASE is the only professional trade association pertaining to sales engineers conducting business in North America, while accepting and advocating for members/ SE's from a wide variety of industries, including:

Software/ IT

Industrial/ Equipment

Building Materials

Controls / Robotics

(and others)

According to the U.S. Bureau of Labor Statistics, “Sales engineers sell complex scientific and technological products or services to businesses”, and job growth is expected to be roughly 6% per year through 2028. Sales engineers may also be known as: Presales engineers, Solution Engineers, or Technical Salespeople.

NAASE Members may also qualify for the Certified Sales Engineer © (CSE) professional designation.

Please contact the NAASE website for more information and for further events,
at <https://sales-engineering.org/>

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