MERCURY

Sales Engineering for the Military & Defense Sector

14 – 18 December 2026
London (UK)



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Ref: 15964_1000236 **Date:** 14 – 18 December 2026 **Location:** London (UK) **Fees:** 5800 Euro

Introduction to Sales Engineering:

Sales engineering plays a crucial role in the military and defense sector, a field that demands a fusion of technical prowess and strategic sales acumen. This Sales Engineering for the Military and Defense Sector course empowers sales engineers with essential sales engineering skills to thrive in the multifaceted landscape of defense technologies and systems. The military and defense sector is renowned for its stringent procurement processes, substantial contracts, and cutting-edge technologies.

Understanding what sales engineering is in this sector involves grasping both the technical intricacies of the products and the specific needs of military engineering entities. Participants in this Sales Engineering for the Military and Defense Sector training program will develop proficiency in navigating defense sales, comprehending defense engineering solutions, and meeting the rigorous standards of military specifications.

This Sales Engineering for the Military and Defense Sector course equips professionals with essential sales engineering skills tailored for military equipment and defense sales. Participants will gain a comprehensive understanding of sales engineering and its application in the defense industry, focusing on defense equipment sales, defense engineering solutions, and defense systems engineering.

The Sales Engineering for the Military and Defense Sector course provides in-depth sales engineering training, covering key aspects of military engineering, military engineering equipment, and military engineering training. Attendees will explore the difference between sales engineering and military engineering and develop expertise to bridge the gap between technical solutions, and client needs in the defense sector.

Targeted Groups:

This Sales Engineering for the Military and Defense Sector training course is designed for:

- Sales engineers specializing in military equipment sales.
- Business development managers aiming to excel in defense equipment sales.
- Sales professionals aspiring to join the military and defense sector.
- Engineers engaged in defense systems engineering.
- Military procurement officers and government contractors seeking sales engineering training.
- Defense industry consultants and analysts analyzing sales engineering definition.
- Technical sales support teams for defense engineering equipment manufacturers.
- Project managers were involved in military engineering training for defense-related projects.

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Course Objectives:

By the end of this Sales Engineering for the Military and Defense Sector course, participants will be equipped to:

- Grasp the unique aspects of military engineering procurement processes.
- Communicate intricate defense product specifications to a non-technical audience effectively.
- Formulate sales strategies tailored to various military and defense entities.
- Seamlessly traverse the sales cycle from concept to contract negotiation.
- Cultivate and sustain relationships with pivotal decision-makers in defense systems engineering.
- Acquire insights into the regulatory and compliance mandates within the defense industry.
- Integrate defense engineering concepts into the sales process to bolster client confidence.

Targeted Competencies:

At the end of this Sales Engineering for the Military and Defense Sector training, the participant's competencies will:

- Proficient in managing the sales engineering process for defense products.
- Skilled in creating bespoke defense solutions aligned with client demands.
- Expert in maneuvering through complex military procurement measures and agreements.
- Knowledgeable about military specifications, standards, and regulatory landscapes.
- Capable of building strategic sales pipelines in the defense sector.
- Skilled in aligning technical features with the operational preferences of defense organizations.
- Well-versed in military budgeting, funding cycles, and acquisition techniques.

What is Military Engineering?

Military engineering is integral to defense operations, involving the design and development of military facilities and equipment. It is crucial to ensure that defense resources effectively meet operational needs, showcasing the importance of sales engineers in customizing solutions that align with military requirements.

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Course Content:

Unit 1: Introduction to the Military and Defense Sector:

- Overview of the defense industry and its stakeholders.
- Key players in defense procurement and their roles.
- Understanding military requirements and specifications.
- The role of sales engineers in defense systems and technology.
- Introduction to defense contracts and the sales lifecycle.

Unit 2: Sales Engineering in Defense Technologies:

- Overview of defense technologies air, land, sea, cyber.
- Understanding technical specifications and their applications.
- How do we present complex technical data to non-technical audiences?
- Customizing solutions for military and defense needs.

Unit 3: Defense Procurement Processes:

- Understanding military procurement procedures.
- Government contracting and compliance.
- The proposal development process: responding to RFPs and tenders.
- Key negotiation tactics for defense sales engineers.
- Risk management and securing defense contracts.

Unit 4: Building and Maintaining Relationships with Defense Clients:

- Identifying and engaging key decision-makers in defense organizations.
- Establishing credibility and trust within military and defense sectors.
- The importance of long-term relationships in defense sales.
- Leveraging networks and partnerships to increase sales opportunities.

Unit 5: Regulatory, Compliance, and Security in Defense Sales:

- Overview of international regulations and export controls e.g., ITAR, EAR.
- Navigating security clearances and confidentiality agreements.
- Legal frameworks surrounding military technology sales.
- Ethical considerations in defense sales engineering.

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Unit 6: Sales Strategy and Execution for the Defense Sector:

- Developing sales strategies for military contracts.
- Understanding defense budgets and funding cycles.
- Marketing and positioning defense products in the marketplace.
- Tactics for closing deals and securing long-term contracts.
- Tools for tracking sales performance and managing accounts.