

# WHAT IS TECHNICAL PRESALES, AND COULD IT BE YOUR WAY INTO TECH?

A Beginner's Guide to  
Technical Presales

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You might not know what “technical presales” means right now, but by the time you finish reading this e-book, it might just sound like the career path you’ve been searching for.

If you’ve ever said to yourself:

*“I like tech, but I’m not a coder.”*

*“I want to make more money, but I still want to help people.”*

*“I want a role where I can grow, be respected, and finally feel like I belong.”*

Then keep reading. This guide is **for you**.

CHAPTER ONE

# SO, WHAT IS TECHNICAL PRESALES?

Ever heard of technical presales and wondered what it's all about? Whether you're curious about a career shift or exploring opportunities in tech, understanding the role of presales is your first step. Let's break it down simply and clearly.

At its core, technical presales is about connection: between people, problems, and solutions.


Presales professionals are the calm yet strategic guides in the room. They listen deeply to what a client really needs, beyond the buzzwords, and show them how a product or solution can create value in their business.

They're not just explaining features. They're painting a picture of a better future—and building trust that it's possible.

They become the translator between technical solutions and human needs.


Technical presales professionals are essentially the bridge between sales teams, clients, and technical solutions. Their primary role is to understand a customer's needs deeply, then demonstrate exactly how their product or service solves these specific challenges.

Think of them as skilled translators: they turn complex tech talk into clear, understandable solutions that directly address customer pain points.



CHAPTER TWO

# WHAT DOES A PRESALES PROFESSIONAL DO DAILY?



Every day is different. And that's part of what makes this career so energizing.

Presales professionals typically wear many hats throughout the sales process, making each day dynamic and engaging. Different presales roles may be involved at each stage—here's a more detailed look at what they do and who typically handles each activity:

- **Customer Discovery Calls:** They spend time understanding the customer's business, goals, and challenges. This involves asking thoughtful questions and listening closely to gather insights that will shape the solution they recommend.
  - Presales Roles Involved: Solutions Consultant /Sales Engineer, Presales Consultant, Account Executive
- **Demo Presentations:** Presales professionals prepare and deliver product demonstrations tailored to the customer's needs. They show not just how the product works, but why it matters to the customer, highlighting features that address their specific pain points.
  - Presales Roles Involved: Solutions Consultant /Sales Engineer, Presales Consultant, Account Executive may support

- **Technical Support for Sales:** They act as technical experts during the sales process. This means answering detailed product questions, clarifying technical aspects of the solution, and ensuring the customer feels confident in the product's capabilities.
  - Presales Roles Involved: Solutions Consultant /Sales Engineer, Solution Architect for complex deals
- **Solution Design:** In some cases, especially with complex products, presales professionals help design a customized solution that integrates with the customer's existing systems and meets their unique requirements.
  - Presales Roles Involved: Solutions Consultant /Sales Engineer, Solution Architect
- **Collaborating with Teams:** They work closely with account executives (AEs), engineers, product managers, and marketing teams. Their goal is to align everyone around the customer's needs and ensure a smooth and compelling sales process.
  - Presales Roles Involved: Solutions Consultant / Sales Engineer, Solution Architect, Account Executive



- **Ongoing Learning:** We all know that technology evolves quickly, presales professionals continuously update their knowledge of the product and industry trends to stay sharp and deliver value in every interaction.
  - Presales Roles Involved: All presales roles—continuous self-development is key!

Each day can be different—one morning might involve preparing a high-stakes demo, while the afternoon could be spent in customer calls or team strategy meetings. If you enjoy variety, collaboration, and helping customers solve real-world problems, this is an exciting role to explore.



## CHAPTER THREE

# IS PRESALES JUST FOR "TECH PEOPLE"?



Nope. Presales is tech, but it's also people.

Yes, you'll get to work with innovative tools and products. But more importantly, you'll use your empathy, communication, and problem-solving skills, things you may already be using in a different job right now.

While technical expertise is valuable, some of the most important skills include:

- **Communication:** Clearly articulating solutions and ideas.
- **Listening & Empathy:** Truly understanding customer challenges.
- **Problem-Solving:** Quickly identifying and presenting effective solutions.
- **Storytelling:** Making presentations engaging and relatable.

So if you've ever:

- Solved a tough problem for a client...
- Taught someone something new...
- Calmed a stressed-out teammate or customer...

...then you've got the core of what makes someone great at presales.

## CHAPTER FOUR

# WHY PRESALES IS A FUTURE-PROOF CAREER

The demand for presales professionals is strong and growing. Companies recognize the need for specialized experts who can effectively communicate technical value to customers. Opportunities exist across various industries, especially within software, technology services, and SaaS companies.

One of the key reasons this role remains in high demand is that people buy from people. While AI tools can automate certain tasks, they cannot replace the human connection, trust-building, and nuanced understanding that a presales professional brings to customer interactions. Businesses still rely on these relationships to drive sales and customer success.

Presales professionals excel at listening to customers, understanding their unique challenges, and telling a story that resonates on a human level—skills that are difficult, if not impossible, to automate. This makes presales a future-proof career path where your ability to connect, empathize, and guide customers will always be valued.

Here's what the numbers say:

## Hiring Demand Is Sky-High

- 24,720 “*Presales Engineer*” jobs are currently open on LinkedIn as of June 2025
- 91,799 “*Sales Engineer*” listings highlight the classic title’s strong footprint
- 229,351 “*Customer Solutions Engineer*” roles signal explosive growth in adjacent job families
- 20,613 roles listed as “*Pre-Sales Engineer*” on ZipRecruiter independently confirm the demand across platforms

That’s hundreds of thousands of live job ads for tech-forward, people-facing roles that blend business acumen with technical insight.

## This Isn’t a Trend—It’s a Shift

- The U.S. Bureau of Labor Statistics projects a +6% employment growth for presales roles through 2033, beating the national average.
- 5,800 new roles are expected to open every year—not just from growth, but from turnover and expansion.
- LinkedIn named Customer Solutions Engineer as one of the Top 25 Fastest-Growing Jobs in the U.S.
- Forbes reported 36,623 active listings for “Customer Success Engineer” alone in early 2025, calling it the most in-demand hybrid tech role today.

These roles are showing up everywhere—in SaaS companies, tech service firms, cybersecurity providers, AI startups, and beyond. And their presence across multiple titles and job boards proves the need is real, widespread, and accelerating.

## **Bottom Line: Humans Still Win**

AI can write emails and simulate demos—but it can't listen with empathy, earn trust, or tell a customer's story the way a skilled presales professional can.

That's why this role continues to grow, evolve, and open doors—especially for career changers, first-gens, and curious professionals who want to break into tech through relationships, not just resumes.

You listen.

You understand.

You guide.

That's not something a script can do.

This is a career path where:

You're respected, you keep growing...

...and you help others do the same.

## CHAPTER FIVE

# IS THIS THE CAREER YOU DIDN'T KNOW YOU WERE LOOKING FOR?



If you're feeling stuck in a job that doesn't light you up...

If you've been told you're "not technical enough" to make the leap...

If you're craving a career that feels like it fits, and finally pays you what you're worth...

Technical presales might be your *unexpected breakthrough*.

If you love technology, enjoy problem-solving, and thrive when working directly with people to find effective solutions, presales might just be the perfect role for you. It's challenging, rewarding, and a fantastic entry point into a flourishing tech career.

You don't need to know it all. You just need to start somewhere. And we've got your back!

Join our **free Learnfull community** and get beginner-friendly resources, mentorship, and support from real professionals who've walked the same path.

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👋 Hi, my name is **Nigel Chimwaza** and I created Learnfull to help bridge the diversity gap in the tech industry by providing accessible education and career support to individuals seeking to transition into high-paying tech roles.

**Sources:**

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