

PLAYBOOK #002

 THE VANTAGE POINT · A VANTAGEUS PLAYBOOK

5 Things Great Solution Engineers Do

SOLUTION ENGINEERING

A behind-the-scenes look at one of technology's most
impactful roles.

MONDAY MORNING

THE VANTAGE POINT

1. They Start With Discovery

It's Monday morning. A customer joins your call. They don't ask for a demo. They don't ask about features. Instead they say... and a great Solutions Engineer responds with thoughtful questions.

We're struggling.

Our teams don't trust the data.

Our reporting takes days.

We know something needs to change.

What are you trying to accomplish?

What would success look like?

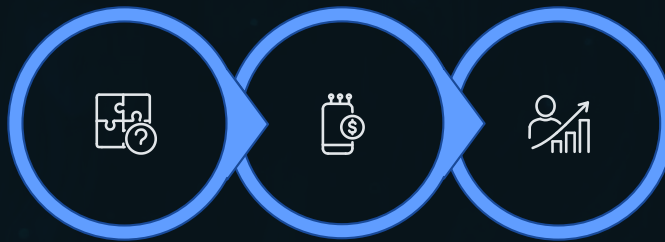
What happens if nothing changes?

Great Solutions Engineers don't lead with answers. **They lead with curiosity.**



2. They Solve Problems, Not Pitch Products

As the customer shares more... the Solutions Engineer begins connecting:



Business
Challenges

Technology

Business
Outcomes

Rather than asking...

“What features should I show?”

They’re asking...

“How do I help solve this customer’s problem?”

Technology is the tool. The customer’s problem is the priority.



3. They Tell Stories That Create Belief

It's demo day. Instead of walking through every feature... a great SE paints a picture of what's possible.



*The customer begins to imagine a future that's simpler, faster, and more confident — not a product walkthrough, but a **vision of what's possible**.*

*The best demos don't showcase software. **They showcase outcomes.***

4. They Bring People Together

The customer only sees one meeting. Behind the scenes...

The Customer Sees

- One meeting
- One conversation

The SE Is Connecting

- Sales · Engineering · Product
- Customer Success · Pro Services
- Marketing · Support

*Great Solutions Engineers connect people **just as much as they connect technology.***

✕ Technology
starts
conversations.
Trust moves
them forward. ✕

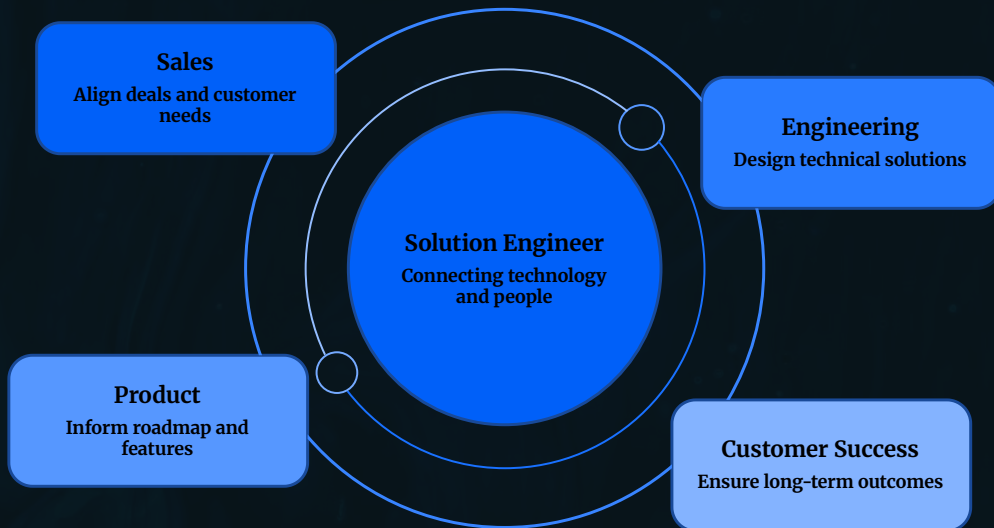


The Vantage Point



5. They Build Trust

The customer makes a decision. Not because you knew every answer. Not because you had the most features.



They move forward because **they trust you.**

TRUST



THE VANTAGE POINT

The Customer Decides.

Not Because...

You knew every answer.
Or because your product
had the most features.

But Because...

They trust you. And
trust moves them
forward.

*"Technology starts conversations. **Trust moves them forward.**"*



Could You See Yourself Doing This?

You may already be building these skills if you enjoy...

Solving Problems & Asking Questions

Discovery is the foundation of every great SE engagement.

Learning Technology & Presenting Ideas

Bridge technical depth with business clarity and confident communication.

Working With Customers & Making Things Simple

Help others succeed by translating complexity into confidence.

You don't have to become someone else. You may simply discover a role that's been building toward you all along.



Before You Go...

After reading this playbook, take a moment to reflect:

- Which of these five qualities comes most naturally to you?
 - Which one would you most like to develop?
 - What surprised you most about the role?
-

Sometimes a new perspective is all it takes to uncover a new possibility.

Continue the Conversation



Save this playbook.



Share it with someone who might benefit.

CONTINUE YOUR JOURNEY

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Continue Your Journey

A next step from The Vantage Point · If this playbook sparked your curiosity, I'd love to invite you to continue the journey.



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Presented by Deborah Awe

Senior Solutions Engineer, Snowflake · Founder, Vantageus

Helping professionals build high-impact Solution Engineering careers.



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