

The Critical Role of Solutions & Sales Engineers

Solutions Engineers (SEs) and Sales Engineers serve as the **technical translators and problem-solvers** between product teams and customers. Whether demoing platforms, configuring architectures, troubleshooting proof-of-concepts (POCs), or fielding pre-sales technical questions, SEs ensure that solutions are not just sold—but truly understood and implemented.

They bring together **deep product knowledge, customer insight, and communication skills** to drive adoption and revenue. Whether it's SaaS, AI, networking, cybersecurity, hardware, or enterprise software, SEs must deliver **technical clarity, strategic insight, and customer trust**—often under pressure.

Common ADHD Challenges for Solutions Engineers

The SE role is fast-paced and full of variety—great for many ADHD brains—but also includes **frequent travel, shifting priorities, and heavy context switching**, which can quickly overwhelm without structure. Here's how ADHD tends to show up:

1. Context Switching and Working Memory Overload

- One moment you're configuring an API call for a healthcare client; the next, you're in a high-stakes sales call for a fintech POC.
- ADHDers may struggle to **retain key client details, toggle between environments, or follow up reliably**.

2. Procrastination on Demos, Docs, or Follow-Ups

- SEs often need to create **custom demo environments, architecture diagrams, RFP responses, or post-call summaries**.
- ADHD can cause delays or avoidance—especially if the task feels repetitive or has no immediate dopamine reward.

3. Difficulty Prioritizing Among Competing Requests

- You might support multiple AEs (Account Executives), PMs, and partners—all asking for “one

more thing.”

- ADHD can make it hard to triage asks, say no, or balance long-term projects with short-term pre-sales urgency.

4. Inconsistent Notetaking and CRM Hygiene

- Whether in Salesforce, HubSpot, or Gong, forgetting to log key actions, client pain points, or next steps can create gaps in the sales cycle.
- ADHDers often say, “I’ll remember to do that later”—and then don’t.

5. Emotional Reactivity in Customer-Facing Situations

- When a demo fails or a prospect gets frustrated, ADHDers may internalize it, **spiral into self-criticism**, or react impulsively.
- Rejection sensitivity is common, especially in high-stakes client scenarios.

Tips and Tricks to Help SEs with ADHD Stay Focused and Effective

Solutions engineering requires **technical fluency and emotional fluency**. These ADHD-friendly strategies can help you thrive without burning out:

1. Use a “Client Snapshot” Before Every Call

- Maintain a short summary for each account:
 - Industry
 - Key stakeholders
 - Stack overview
 - Last issue/question
- Review before each interaction to **reorient quickly and confidently**.

2. Build a Demo Checklist Template

- Use a repeatable checklist to prep for every

demo or technical call:

- Environment ready?
- Feature toggles set?
- Known workarounds noted?
- ADHDers often miss steps under pressure—checklists reduce mental load.

3. Batch Follow-Ups at the End of the Day

- Block 30–45 minutes daily to:
 - Send recaps
 - Log CRM notes

- Update your AE or team
- Makes admin work feel more purposeful and less scattered.

4. Use Time-Boxing for Technical Work

- Need to troubleshoot an integration or build a sandbox? Set a timer for **45-90 minutes max**.
- ADHDers benefit from limits that protect focus and prevent getting lost in overbuilding or perfectionism.

5. Create a “Backlog of Brilliant Extras”

- When you have cool ideas—custom

dashboards, analytics tweaks, extra demo scenarios— jot them down, but don’t derail your current priorities.

- This honors creativity **without sacrificing execution**.

6. Rehearse for Emotional Scenarios

- If you fear getting flustered, pre-plan scripts for:
 - Bug in a live demo
 - “I don’t know the answer to that”
 - Rejection from a big account
- Builds emotional regulation and **reduces the sting of uncertainty**.

How ADHD Coaching Can Help Solutions Engineers Find Consistency and Confidence

Being a Solutions Engineer with ADHD means you likely **love solving problems, connecting dots, and winning over clients**—but may struggle with structure, time management, and emotional resilience. ADHD coaching helps SEs create systems to stay grounded and clear-headed—even in high-stakes, fast-moving environments.

With ADHD coaching, SEs can:

- ✓ Build reliable follow-up and documentation habits
- ✓ Improve prioritization and time awareness across accounts
- ✓ Reduce pre-demo anxiety or reactive spirals
- ✓ Create demo prep and post-call routines that boost consistency
- ✓ Leverage ADHD strengths: adaptability, systems thinking, and solution-driven communication

If you’re technically sharp but scattered behind the scenes, ADHD coaching can help you **show up confidently, close more deals, and find sustainable success in this dynamic role**.

