

Technical Sales

The Technical Sales course provides the skills to technically align VirtualWisdom platform with a customer's business needs.

Course Description

This pre-sales technical course provides students with the tools to successfully support the sales of Virtual Instruments products and services from a technical perspective.

Participants learn the value Virtual Instruments brings to customers, how to qualify customers, and run effective pre-sale presentations and demos. This course includes hands-on labs supported by real-life use cases and recorded metrics from the Virtual Server Probe, SAN Availability Probe and SAN Performance Probes

Course Objectives

- Operate VirtualWisdom Dashboard and Views
- Differentiate between service offerings
- Recognize the sales opportunities in paid services
- Conduct effective customer sales engagements
- Use the demo database to effectively support the sales process
- Qualify the best type of technical engagement for each customer
- Gather the information needed in order to build a quote
- Utilize the Partner Central resources

Course Topics

- Company and IPM market overview
- Product family and technology overview
- Virtual Instruments service offerings and resources
- Customer qualification and objection handling
- IPM Use Cases
- Installation and operation of VirtualWisdom Demo database

Target Audience

- Technical sales professionals

Recommended Prerequisites

- 3 years of experience as a storage administrator or solution architect
- Working knowledge of Fibre Channel architecture, VMware vCenter environments and SAN infrastructure

Course Duration

- 1 day

Certification

- None

Accreditation

- Virtual Instruments Sales Engineer

Delivery Methods

- Live Online Classroom
- Dedicated Onsite Training

Pricing

- No Cost