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