



Selling To The Data Center



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Are you looking for the new growth markets in technology? Do you want to generate incremental revenue from existing clients? Would you like to stand out from your competition? Could you gain proficiency in new markets - ahead of the curve - and demand higher margins in the marketplace?

 This intensive one-day instructor led session will reveal the inner workings of the Data Center and open the door to new opportunities in **storage networking**. 

Why Partners Should Attend

- √ Increase revenues by covering more of the technology opportunities in the existing customer base.
- √ Become more competitive through specialization and better sales execution.
- √ Prepare for the next growth market: **storage networking**.
- √ Secure strategic customer relationships through higher value-add.
- √ Achieve greater account control.
- √ Improve vendor relationships by increasing the market reach and quality of your franchise.

Course Content

- √ People in the Data Center—roles, responsibilities & careabouts.
- √ The market opportunity.
- √ Business needs and challenges.
- √ Twenty concerns that keep the staff awake at night.
- √ Selling challenges.
- √ Top applications driving growth.
- √ Server & storage architectures and applications.
- √ Services opportunities in Data Center solutions.
- √ SAN value propositions.
- √ Qualifying Data Center customers and opportunities.
- √ Overcoming objections in the Data Center.

Course Objectives

- √ Understand the market opportunities for Data Center products & services—focusing on storage networking.
- √ Detail the business drivers for storage networking.
- √ List the challenges & applications in the Data Center.
- √ Describe the typical organizational structure in the Data Center and the top concerns of decision makers.
- √ Define the technology, acronyms and terminology used in the Data Center—including key protocols.
- √ List the key vendors and their products.
- √ Convey the value of storage networking solutions to key decision makers.
- √ Describe the services needed to support the challenges being faced in the Datacenter.

Who should attend?

- ⇒ Sales Representatives.
- ⇒ Sales Managers.
- ⇒ Pre-requisites: basic sales experience.

The Instructor

- ⇒ Jerry Zeisler, 25 year technology veteran with experience in sales, product management, training, solutions development, and field engineering.
- ⇒ Author of reference architectures, white papers, and published articles on storage and optical networking.
- ⇒ Contributed to the success of vendors such as Hitachi Data Systems, Newbridge Networks, British Telecom.

Ask About Our
Combined
STEP® Program

For information, please call 203-366-1500 or
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