StrongLink Sales Training

4200: StrongLink Sales Training (2-1Hr. Zoom)

Description
In this course, you will gain the knowledge and skills needed to sell and close StrongLink license sales. You will learn about the Data Storage Market and Trends, Challenges, and how StrongLink addresses these challenges.

Objectives
At the end of the course, students will be able to:
- Identify Opportunities for StrongLink
- Develop Sales Strategies for Executive Management, Security and Data Scientists
- Understand Competitive Landscape and Describe StrongLink Value Points
- Understand and present the value of the 3-2-1-1 Rule
- Develop Budgetary Quotations and Submit Deal Registrations
- Quantify StrongLink's value in terms of:
  - Global Cloud View & Global File System
  - Source and target data paths (NFS/SMB/S3/LTO Tape)
  - Disaster Recovery
  - Vertical Markets
- Identify and present the top 4 Use Cases for StrongLink
  - Active Archive
  - Data Automation / Asset Curation
  - Data Lake & Governance
  - Hybrid & Multi-Cloud Management

Prerequisites Required: (Recommended)
- Basic understanding of computer storage, file systems, networking, and backup concepts

Who Should Go to This Training?
- Channel Sales Executives and System Engineers.

Course Outline:
1) Storage Market
   a. Market Size & Key Players
   b. Motivations
   c. Different Storage Types and Services
   d. Top Challenges
2) Targets
   a. Selling Strategy to Executive, Mid-Management & Front Line
   b. Vertical Markets
3) StrongLink Value Proposition & Sales Process
   a. Key Features
   b. Battle Card / Competitive Landscape
   c. Typical Sales Process
4) Sales Tools:
   a. Website / Portal