

Course Outline: ASC ESS

Learning Method: Instructor-led Classroom Learning

Duration: 3.00 Day(s)/ 24 hrs

Overview:

This course provides an overview of the enterprise storage marketplace, selling strategies, key customer business issues, storage competitors, storage products and solutions, and selling resources.

At Course Completion:

- Upon completion of this course, students should be able to:
- Identify business opportunities for enterprise storage solutions.
- Describe storage market trends.
- Apply a business value model to selling enterprise storage.
- Describe the HP difference in serving enterprise customers.
- Use storage opportunity worksheets as part of account planning
- Apply common storage industry features and benefits to HP storage solutions.
- Articulate to customers the most appropriate HP storage portfolio solutions.
- Describe key enterprise storage services.
- Identify competitive advantages of HP enterprise storage solutions.
- Know where and how to locate selling resource information.

Who should attend?

- Storage sales specialists
- Storage partners
- Enterprise account managers peaked on storage
- Call Center representatives focused upon storage

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