



NETAPP UNIVERSITY

NetApp Accredited Sales Professional Workshop – EMEA

COURSE DESCRIPTION

This course provides NetApp® resellers foundational knowledge necessary to begin selling NetApp products and solutions. It is designed for all NetApp resellers who want to grow their NetApp business. It begins with the NetApp business proposition to resellers and value proposition to customers, and then provides the basic product knowledge which explains how NetApp technology delivers its business value. The solutions unit translates the product information into specifics about how to begin selling NetApp into accounts. The program ends with a comprehensive introduction to the tools and resources available to help resellers navigate NetApp and become self-sufficient in their sales efforts.

DELIVERY TYPE

- Instructor-led training (ILT)

DURATION

- 8 hours

AUDIENCE

Sales

TRAINING UNITS

- None

PREREQUISITES

- Storage 101
- NASP – NetApp Products

OBJECTIVES

By the end of this course you should be able to:

- Develop customer interest in NetApp
- Describe NetApp product features, benefits, and differentiators
- Communicate the value of NetApp products and solutions to their customers
- Recognize the best NetApp opportunities to pursue within their accounts
- Ask probing questions to qualify an opportunity
- Identify and position the correct NetApp solution to address customer needs
- Describe the advantages of NetApp solutions
- Respond effectively to customer concerns and objections
- Identify key NetApp competitors globally
- Prepare to sell in competitive situation
- Position NetApp products advantageously in competitive situations
- Access and use NetApp tools and resources to advance their sales cycle

PRICING & CANCELLATION POLICY

For pricing and cancellation information, please check the NetApp University LearningCenter.

NOTE: If you are registering for this course with an Authorized Learning Partner, please review their price and cancellation policy.

NetApp creates innovative storage and data management solutions that help you accelerate business breakthroughs and achieve outstanding cost efficiency. Discover our passion for helping companies around the world go further, faster at NetApp.com.

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