

Azure Data & AI Partner Sales Acceleration Program (PSAP) Training

Course Duration: 24 Hours

Course Code: AZ-PSAP-DAAI-01

1. Course Overview

The Azure Data & AI Partner Sales Acceleration Program (PSAP) is designed to empower sales professionals with the knowledge and tools required to effectively position Microsoft Azure Data and AI solutions. This training focuses on identifying customer needs, building value propositions, and accelerating cloud adoption through data-driven and AI-powered solutions.

2. What You'll Learn

- Fundamentals of Microsoft Azure Data & AI services
- How to position Azure solutions for business growth
- Understanding customer pain points and mapping solutions
- Sales strategies for Data, Analytics, and AI workloads
- Building compelling value propositions and use cases
- Competitive differentiation and objection handling
- Driving digital transformation with Azure

3. Target Audience

- Sales professionals and business development executives
- Pre-sales consultants and solution advisors
- Cloud sales specialists and account managers
- IT consultants involved in client engagement

- Partners looking to enhance Azure sales capabilities

4. Pre-Requisites

- Basic understanding of cloud computing concepts
- Familiarity with sales processes and customer engagement
- General knowledge of Microsoft Azure (preferred but not mandatory)
- Interest in Data, Analytics, and AI solutions

5. Course Content

- Introduction to Azure Data & AI ecosystem
- Overview of Azure Data Services (SQL, Synapse, Data Factory)
- Introduction to AI & Machine Learning on Azure
- Identifying customer scenarios and business challenges
- Mapping Azure solutions to industry use cases
- Sales pitch development and storytelling techniques
- Licensing, pricing, and Azure value proposition
- Competitive landscape and differentiation strategies
- Case studies and real-world sales scenarios
- Best practices for closing Azure deals