

SUSE Sales Specialist – Foundations

Course Duration: 24 Hours

Course code: SSSF

1. Course Overview

This course provides foundational knowledge for sales professionals to effectively position, promote, and sell SUSE solutions. Learners will understand SUSE’s product portfolio, value propositions, competitive positioning, and customer use cases to confidently engage with clients and drive business growth.

2. What you’ll learn?

By the end of the course, you will be able to:

- Understand SUSE’s product portfolio and solutions
- Identify customer needs and map SUSE offerings
- Communicate key value propositions effectively
- Position SUSE against competitors
- Handle customer objections and queries
- Support pre-sales conversations
- Understand basic licensing and pricing models
- Build effective sales strategies for SUSE solutions

3. Target Audience

- Sales Professionals
- Pre-Sales Consultants
- Account Managers
- Business Development Executives
- IT Sales Representatives

4. Pre-Requisites

Before taking this course, you should have:

- Basic understanding of IT concepts (preferred)
- Interest in technology sales
- No deep technical knowledge required

5. Course content

Module 1: Course Introduction

- Course objectives and structure
- Role of a SUSE Sales Specialist
- Overview of IT sales landscape

Module 2: Introduction to SUSE

- Company overview and history
- SUSE's market position
- Key offerings and vision

Module 3: SUSE Product Portfolio Overview

- SUSE Linux Enterprise (SLES)
- SUSE Rancher and Kubernetes solutions
- SUSE Edge platform
- SUSE Manager and Observability

Module 4: Understanding Customer Needs

- Identifying customer pain points
- Mapping business requirements to solutions
- Industry-specific challenges
- Building customer personas

Module 5: Value Proposition and Positioning

- Key differentiators of SUSE
- Business benefits and ROI

- Positioning SUSE solutions
- Messaging strategies

Module 6: Competitive Analysis

- Comparing SUSE with competitors (Red Hat, Ubuntu, etc.)
- Strengths and weaknesses
- Handling competitive objections
- Winning strategies

Module 7: Sales Process and Strategy

- Sales lifecycle overview
- Lead qualification
- Solution selling approach
- Building sales pipelines

Module 8: Demonstrations and Presentations

- Delivering effective product demos
- Creating impactful presentations
- Communicating technical concepts simply
- Engaging stakeholders

Module 9: Licensing and Pricing Basics

- SUSE licensing models
- Subscription-based pricing
- Cost justification and ROI discussions
- Pricing strategies

Module 10: Handling Objections and Negotiation

- Common customer objections
- Objection handling techniques

- Negotiation strategies
- Closing deals

Module 11: Pre-Sales Collaboration

- Working with technical teams
- Solution architecture basics
- Supporting proof of concepts (POCs)
- Customer engagement best practices

Module 12: Use Cases and Success Stories

- Industry use cases
- Real-world success stories
- Case study analysis
- Building customer trust

Module 13: Tools and Resources for Sales

- Sales enablement tools
- CRM usage basics
- Marketing collateral
- Partner ecosystem

Module 14: Role-Play and Practical Scenarios

- Sales pitch simulations
- Customer interaction scenarios
- Handling real-life sales situations
- Feedback and improvement

Module 15: Final Assessment and Certification Prep

- Course recap
- Mock assessments

- Sales strategy presentation
- Final evaluation

