

SUSE Sales Specialist - Rancher Prime

Course Duration: 24 Hours

Course code: SSSRP

1. Course Overview

This course is designed to equip sales professionals with the knowledge and skills required to effectively position and sell SUSE Rancher Prime solutions. Learners will understand Kubernetes management, container platforms, and how Rancher Prime enables enterprises to manage multi-cluster Kubernetes environments securely and efficiently.

2. What you'll learn?

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

- Understand SUSE Rancher Prime and its business value
- Identify customer challenges in Kubernetes and container management
- Position Rancher Prime as a solution for multi-cluster environments
- Explain key features and differentiators of Rancher
- Handle customer objections related to Kubernetes platforms
- Support pre-sales discussions and demos
- Compare Rancher with competing solutions
- Build effective sales strategies for container platforms

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 and cloud concepts
- Familiarity with containers and Kubernetes (preferred)
- Interest in enterprise technology sales

5. Course content

Module 1: Course Introduction

- Course objectives and structure
- Overview of container and Kubernetes market
- Role of Rancher in modern IT environments

Module 2: Introduction to SUSE Rancher Prime

- What is Rancher Prime
- Key components and architecture
- Rancher ecosystem overview
- Business benefits

Module 3: Kubernetes and Container Fundamentals (Sales Perspective)

- Basics of containers and Kubernetes
- Challenges in Kubernetes adoption
- Multi-cluster management needs
- Industry trends

Module 4: Rancher Prime Value Proposition

- Key features and capabilities
- Multi-cluster management
- Centralized control and governance
- ROI and business benefits

Module 5: Customer Use Cases and Industry Applications

- Enterprise Kubernetes management
- Hybrid and multi-cloud deployments
- Edge computing use cases
- Industry-specific solutions

Module 6: Competitive Positioning

- Rancher vs OpenShift
- Rancher vs native Kubernetes tools
- Differentiation strategies
- Handling competitive objections

Module 7: Sales Strategy for Rancher Prime

- Identifying target customers
- Solution selling approach
- Building sales pipelines
- Cross-selling opportunities

Module 8: Demonstrations and Customer Engagement

- Delivering effective demos
- Explaining technical concepts simply
- Engaging decision-makers
- Presentation best practices

Module 9: Licensing and Pricing Overview

- Rancher Prime licensing model
- Subscription structure
- Pricing discussions
- ROI justification

Module 10: Objection Handling and Negotiation

- Common customer concerns
- Addressing security and scalability questions
- Negotiation techniques
- Closing strategies

Module 11: Pre-Sales Collaboration

- Working with technical teams
- Supporting proof of concepts (POCs)
- Understanding architecture basics
- Customer engagement strategies

Module 12: SUSE Ecosystem Integration

- Rancher with SUSE Linux Enterprise
- Integration with SUSE Edge and Observability
- Hybrid cloud solutions
- End-to-end SUSE offerings

Module 13: Tools and Resources for Sales

- Sales enablement tools
- CRM and pipeline management
- Marketing and demo resources
- Partner ecosystem

Module 14: Role-Play and Sales Scenarios

- Rancher sales pitch practice
- Customer interaction simulations
- Handling real-world scenarios
- Feedback and improvement

Module 15: Final Assessment and Sales Pitch

- Course recap
- Mock sales presentations
- Rancher solution pitch
- Final evaluation

