

# SUSE Sales Specialist - SUSE Linux Enterprise Family

**Course Duration: 24 Hours**

**Course code: SSSSLEF**

## 1. Course Overview

This course is designed to help sales professionals effectively position and sell the SUSE Linux Enterprise (SLE) family of products. It covers the core offerings, business value, customer use cases, and competitive positioning of SLES, SLE Micro, and related enterprise solutions. Learners will gain the confidence to engage customers and drive sales in enterprise Linux environments.

## 2. What you'll learn?

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

- Understand the SUSE Linux Enterprise product family
- Identify customer requirements and map SLE solutions
- Communicate business value and ROI effectively
- Position SUSE Linux Enterprise against competitors
- Handle customer objections confidently
- Support pre-sales discussions and solution positioning
- Understand licensing and subscription models
- Build sales strategies for enterprise Linux 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 infrastructure (preferred)
- Interest in enterprise technology sales
- No deep technical expertise required

## 5. Course content

Module 1: Course Introduction

- Course objectives and structure
- Overview of enterprise Linux market
- Role of a SUSE Sales Specialist

Module 2: Introduction to SUSE Linux Enterprise Family

- What is SUSE Linux Enterprise
- SLES, SLE Micro, and related products
- Key features and capabilities
- Product roadmap and vision

Module 3: Enterprise Linux Fundamentals (Sales Perspective)

- What is enterprise Linux
- Use cases in modern IT environments
- Benefits of enterprise-grade Linux
- Customer challenges and needs

Module 4: Value Proposition and Business Benefits

- Key differentiators of SLE family
- Stability, scalability, and security
- Cost benefits and ROI
- Business continuity advantages

## Module 5: Customer Use Cases and Industry Applications

- Data center and cloud deployments
- SAP workloads on SUSE
- Edge computing scenarios
- Industry-specific use cases

## Module 6: Competitive Positioning

- SUSE vs Red Hat Enterprise Linux (RHEL)
- SUSE vs Ubuntu
- Strengths and differentiators
- Handling competitive objections

## Module 7: Sales Strategy for SLE Solutions

- Identifying target customers
- Solution-based selling approach
- Building pipelines and opportunities
- Cross-selling and upselling

## Module 8: Demonstrations and Presentations

- Delivering effective product demos
- Simplifying technical concepts
- Engaging stakeholders
- Presentation best practices

## Module 9: Licensing and Subscription Models

- SUSE subscription models
- Licensing structures
- Pricing discussions
- ROI justification

## Module 10: Objection Handling and Negotiation

- Common customer objections
- Handling pricing and competition concerns
- Negotiation strategies
- Closing deals

## Module 11: Pre-Sales Collaboration

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

## Module 12: SUSE Ecosystem and Integration

- Integration with Rancher and Kubernetes
- SUSE Edge and Observability
- Hybrid and multi-cloud solutions
- End-to-end SUSE offerings

## Module 13: Sales Tools and Resources

- Sales enablement platforms
- CRM and pipeline tracking
- Marketing materials and demos
- Partner ecosystem

## Module 14: Role-Play and Sales Scenarios

- Sales pitch practice for SLE solutions
- Customer interaction simulations
- Handling real-world scenarios
- Feedback and improvement

## Module 15: Final Assessment and Sales Pitch

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

