

SUSE Sales Specialist - SUSE Linux Enterprise Server for SAP Applications

Course Duration: 24 Hours

Course code: SLE322v15

1. Course Overview

This course is designed to enable sales professionals to effectively position and sell SUSE Linux Enterprise Server (SLES) for SAP Applications. It focuses on understanding SAP environments, the unique benefits of SUSE for SAP workloads, and how to align SUSE solutions with enterprise business needs. Learners will gain the skills to confidently engage with SAP customers and drive high-value sales opportunities.

2. What you'll learn?

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

- Understand SLES for SAP Applications and its capabilities
- Identify customer needs in SAP environments
- Position SUSE as the preferred platform for SAP workloads
- Explain high availability and performance benefits for SAP
- Handle objections related to SAP infrastructure
- Support pre-sales discussions and SAP solution positioning
- Understand licensing and pricing for SAP solutions
- Build effective sales strategies for SAP customers

3. Target Audience

- Sales Professionals
- Pre-Sales Consultants
- Account Managers
- SAP Sales Specialists

- Business Development Executives

4. Pre-Requisites

Before taking this course, you should have:

- Basic understanding of IT infrastructure (preferred)
- Familiarity with SAP environments (optional but beneficial)
- Interest in enterprise solution sales

5. Course content

Module 1: Course Introduction

- Course objectives and structure
- Overview of SAP ecosystem
- Role of SUSE in SAP environments

Module 2: Introduction to SLES for SAP Applications

- What is SLES for SAP
- Key features and components
- SAP certifications and partnerships
- Product overview

Module 3: SAP Fundamentals (Sales Perspective)

- What is SAP
- SAP workloads and architecture
- SAP HANA overview
- Customer challenges in SAP environments

Module 4: Value Proposition of SUSE for SAP

- High availability for SAP workloads
- Performance optimization
- Reduced downtime and business continuity

- ROI and cost efficiency

Module 5: Key Features and Differentiators

- HA and clustering capabilities
- Automated SAP deployment tools
- Security and compliance features
- Integration with cloud platforms

Module 6: Customer Use Cases and Industry Applications

- SAP in enterprise environments
- Migration to SAP HANA
- Hybrid and multi-cloud SAP deployments
- Industry-specific use cases

Module 7: Competitive Positioning

- SUSE vs Red Hat for SAP
- SUSE vs other Linux platforms
- Differentiation strategies
- Handling competitive objections

Module 8: Sales Strategy for SAP Solutions

- Identifying SAP customers
- Solution selling approach
- Building SAP-focused sales pipelines
- Cross-selling opportunities

Module 9: Demonstrations and Customer Engagement

- Presenting SAP solutions effectively
- Simplifying technical concepts
- Engaging business and technical stakeholders

- Demo best practices

Module 10: Licensing and Pricing Overview

- SUSE subscription models for SAP
- Licensing considerations
- Pricing strategies
- ROI discussions

Module 11: Objection Handling and Negotiation

- Common SAP customer concerns
- Handling performance and cost objections
- Negotiation techniques
- Closing SAP deals

Module 12: Pre-Sales Collaboration

- Working with SAP and technical teams
- Supporting proofs of concept (POCs)
- Understanding solution architecture basics
- Customer engagement strategies

Module 13: SUSE Ecosystem Integration

- Integration with SUSE HA solutions
- Rancher and containerized SAP workloads
- Cloud integrations (AWS, Azure, GCP)
- End-to-end SUSE offerings

Module 14: Role-Play and Sales Scenarios

- SAP solution pitch practice
- Customer interaction simulations
- Handling real-world SAP sales scenarios

- Feedback and improvement

Module 15: Final Assessment and Sales Pitch

- Course recap
- Mock SAP sales presentations
- Final solution pitch
- Evaluation and feedback

