

SUSE Sales Specialist - SUSE Manager

Course Duration: 24 Hours

Course code: SSS-SM

1. Course Overview

This course is designed to help sales professionals effectively position and sell SUSE Manager solutions. It focuses on centralized Linux management, automation, patching, and compliance across enterprise environments. Learners will gain the knowledge to identify customer pain points and demonstrate how SUSE Manager simplifies IT operations and improves efficiency.

2. What you'll learn?

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

- Understand SUSE Manager and its capabilities
- Identify customer challenges in system management
- Position SUSE Manager as a centralized management solution
- Communicate key business benefits and ROI
- Handle objections related to automation and management tools
- Support pre-sales discussions and demos
- Understand licensing and subscription models
- Build effective sales strategies for SUSE Manager

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 solution sales
- No deep technical knowledge required

5. Course content

Module 1: Course Introduction

- Course objectives and structure
- Overview of IT operations and system management
- Role of SUSE Manager in enterprise environments

Module 2: Introduction to SUSE Manager

- What is SUSE Manager
- Key features and components
- Architecture overview
- Supported environments

Module 3: System Management Fundamentals (Sales Perspective)

- Challenges in managing multiple Linux systems
- Need for centralized management
- Automation and efficiency
- Customer pain points

Module 4: SUSE Manager Value Proposition

- Centralized system management
- Automation and lifecycle management
- Patch and compliance management
- Business benefits and ROI

Module 5: Key Features and Capabilities

- System provisioning and onboarding
- Patch and update management
- Configuration management
- Monitoring and reporting

Module 6: Customer Use Cases and Industry Applications

- Enterprise IT environments
- Data centers and cloud deployments
- Hybrid infrastructure management
- Industry-specific use cases

Module 7: Competitive Positioning

- SUSE Manager vs Red Hat Satellite
- SUSE Manager vs other tools
- Differentiation strategies
- Handling competitive objections

Module 8: Sales Strategy for SUSE Manager

- Identifying target customers
- Solution selling approach
- Building pipelines and opportunities
- Cross-selling with SUSE solutions

Module 10: Licensing and Pricing Overview

- SUSE Manager licensing models
- Subscription-based pricing
- Pricing discussions
- ROI justification

Module 11: Objection Handling and Negotiation

- Common customer objections
- Handling cost and complexity concerns
- Negotiation strategies
- Closing deals

Module 12: Pre-Sales Collaboration

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

Module 13: SUSE Ecosystem Integration

- Integration with SUSE Linux Enterprise
- Rancher and Kubernetes integration
- SUSE Edge and Observability
- End-to-end SUSE solutions

Module 14: Role-Play and Sales Scenarios

- SUSE Manager 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
- SUSE Manager solution pitch
- Final evaluation