

SUSE Sales Specialist - SUSE NeuVector

Course Duration: 24 Hours

Course code: SSS-SN

1. Course Overview

This course is designed to enable sales professionals to effectively position and sell SUSE NeuVector, a full lifecycle container security platform. It focuses on understanding container security challenges, Kubernetes environments, and how NeuVector provides end-to-end security, visibility, and compliance for cloud-native applications.

2. What you'll learn?

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

- Understand SUSE NeuVector and its capabilities
- Identify security challenges in containerized environments
- Position NeuVector as a comprehensive container security solution
- Communicate key business value and ROI
- Handle objections related to security and compliance
- Support pre-sales discussions and demos
- Compare NeuVector with competing security solutions
- Build effective sales strategies for container security

3. Target Audience

- Sales Professionals
- Pre-Sales Consultants
- Account Managers
- Business Development Executives
- IT Security 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 cybersecurity sales

5. Course content

Module 1: Course Introduction

- Course objectives and structure
- Overview of container security market
- Role of NeuVector in modern security

Module 2: Introduction to SUSE NeuVector

- What is NeuVector
- Key features and components
- Architecture overview
- Deployment models

Module 3: Container and Kubernetes Security Fundamentals

- Basics of container security
- Kubernetes security challenges
- Threat landscape in cloud-native environments
- Compliance requirements

Module 4: NeuVector Value Proposition

- Full lifecycle security
- Zero-trust security model
- Real-time threat detection
- Business benefits and ROI

Module 5: Key Features and Capabilities

- Vulnerability management
- Network segmentation and visibility
- Runtime protection
- Compliance and auditing

Module 6: Customer Use Cases and Industry Applications

- Securing Kubernetes environments
- DevSecOps integration
- Multi-cloud security
- Industry-specific use cases

Module 7: Competitive Positioning

- NeuVector vs other container security platforms
- Differentiation strategies
- Strengths and advantages
- Handling competitive objections

Module 8: Sales Strategy for NeuVector

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

Module 9: Demonstrations and Customer Engagement

- Delivering effective demos
- Explaining security concepts simply
- Engaging technical and business stakeholders
- Presentation best practices

Module 10: Licensing and Pricing Overview

- NeuVector licensing model
- Subscription structure
- Pricing strategies
- ROI discussions

Module 11: Objection Handling and Negotiation

- Common customer concerns
- Addressing security and compliance objections
- Negotiation techniques
- Closing strategies

Module 12: Pre-Sales Collaboration

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

Module 13: SUSE Ecosystem Integration

- Integration with Rancher and Kubernetes
- SUSE Linux Enterprise integration
- Cloud and hybrid deployments
- End-to-end SUSE security solutions

Module 14: Role-Play and Sales Scenarios

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

Module 15: Final Assessment and Sales Pitch

- Course recap
- Mock security solution presentations
- NeuVector solution pitch
- Final evaluation

