

## Splunk Sales Expert: Driving Business Outcomes with Data (SSE)

ID SSE Price on request Duration 2 days

### Who should attend

- Cisco and Splunk Account Managers and Sales Representatives
- Cisco and Splunk Partner AMs
- Solution Consultants or Engineers
- Customer Success and Account Executives

### Prerequisites

- Familiarity with IT concepts such as data analytics, security, infrastructure monitoring, and IT operations.
- Understanding of common data sources (like logs, metrics, and event data) can also be beneficial.
- A solid understanding of a typical sales lifecycle, from prospecting and qualification to closing and post-sale support.
- General knowledge about competitors and alternatives in the data analytics and SIEM (Security Information and Event Management) market would allow attendees to better position Splunk.
- To bring to the session examples of real-life referenceable use-cases to discuss & share.

### Course Objectives

- Develop an outcome-based approach that focuses on aligning Splunk's capabilities with customer challenges and business objectives.
- Implicitly apply structured sales methodologies (e.g. MEDDPICC) to identify key decision-makers, qualify opportunities, and close deals more efficiently.
- Positioning Splunk as a solution that helps drive improving IT operations, security, and data-driven decision-making for their customers.

## Splunk Sales Expert: Driving Business Outcomes with Data (SSE)

---

### Training Centres worldwide



### Fast Lane Institute for Knowledge Transfer (Switzerland) AG

Husacherstrasse 3  
CH-8304 Wallisellen  
Tel. +41 44 832 50 80

[info@flane.ch](mailto:info@flane.ch), <https://www.flane.ch>