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

ID SSE **Price** CHF 1,990.—(excl. VAT) **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

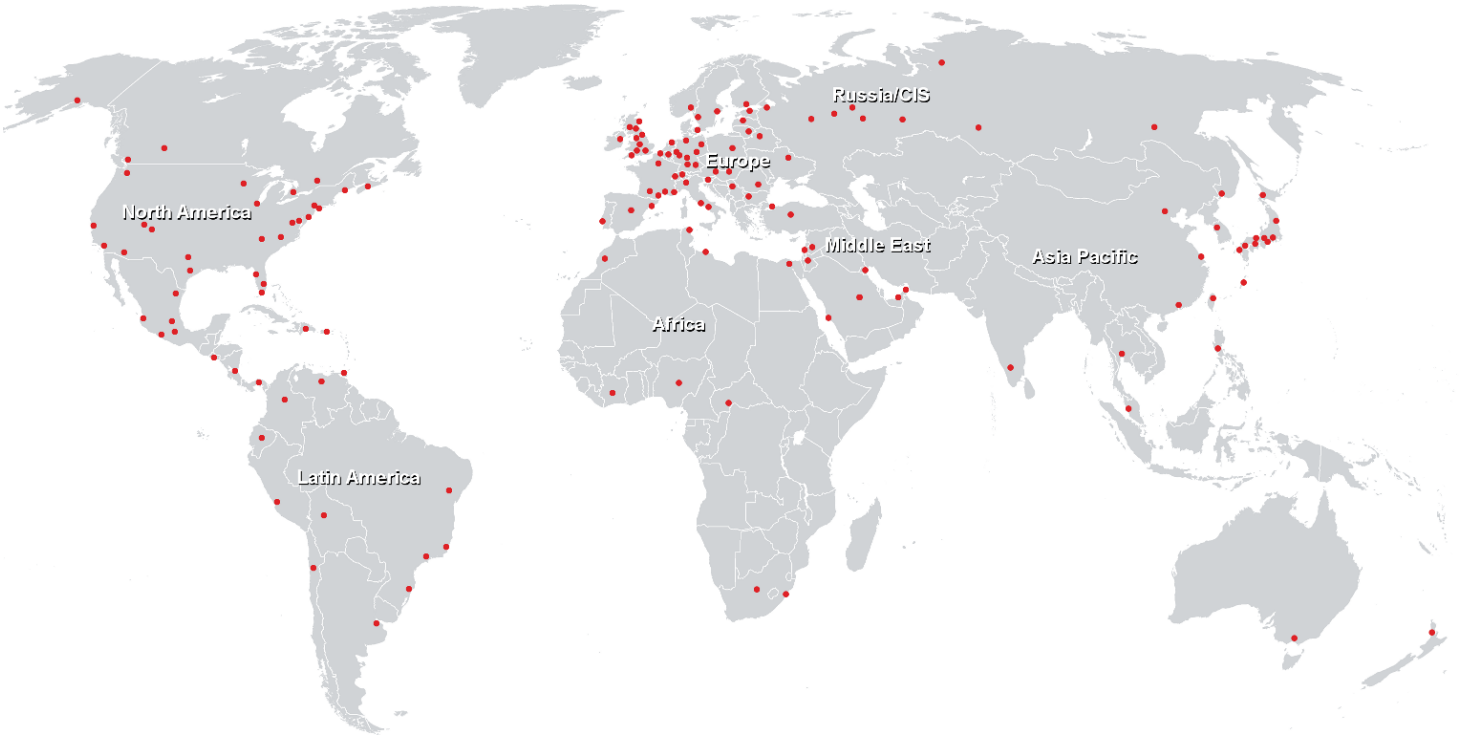
- Familiarity with IT concepts such as data analytics, security, infrastructure monitoring, and IT operations.
- Understanding of common data sources (like logs, metrics, and event data) can also be beneficial.
- A solid understanding of a typical sales lifecycle, from prospecting and qualification to 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.

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Training Centres worldwide





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