

AWS Partner: Sales Accreditation (Business)

AWS Instructor Led Training

Course description

This four-part introductory sales course series is designed to help AWS Partners understand and communicate the Amazon Web Services (AWS) value proposition. It covers basic concepts of cloud services, how to articulate the business value, how to handle common customer objections, and how to co-sell with AWS. You will gain the tools and mental models to have effective AWS Cloud sales conversations with customers.

- Course level: Fundamental
- Duration: 4 hours

Activities

This course includes group discussions and knowledge checks.

Course objectives

In this course, you will learn to:

- Describe the benefits of cloud computing and why customers choose AWS
- Articulate the business value of the cloud, beyond cost savings
- Respond to common customer objections to cloud adoption
- Articulate best practices to co-sell with AWS sales teams

Intended audience

This course is intended for:

- AWS Partners interested in gaining a non-technical knowledge of AWS, use cases, and common solutions
- Customer-facing or sales professionals at AWS Partners.

Prerequisites

We recommend that attendees of this course have an interest in sales and cloud technology, however technical or domain-specific knowledge is not a prerequisite.

Course outline

Module 1: Cloud Concepts and AWS Services

- Cloud Computing
- Why Customers Choose AWS

AWS Partner: Sales Accreditation (Business)

AWS Instructor Led Training

- Introduction to AWS Services
- Enabling Digital Transformation

Module 2: Business Value

- Define the business value of cloud
- AWS Cloud Value Framework – Cost savings, staff productivity, operational resilience, and business agility

Module 3: Cloud Objection Handling

- Common Customer Objections
- Responses and Resources for Customer Objections

Module 4: Co-selling with AWS

- Define Co-selling with AWS
- Benefits of Co-selling with AWS
- Best Practices for Working with AWS Teams
- AWS Partner Funding Programs

Module 5: Accreditation Test

- Assess your knowledge and understanding of the AWS Partner sales course