

CSP-001-1W CCSP 2009: Selling the Citrix Delivery Center

This course introduces sales professionals to the Citrix Delivery Center and the Application Delivery Whiteboard Conversation. Learners will gain understanding of Citrix solutions and how to leverage the Citrix Delivery Center to increase sales opportunities. In addition, best practices for optimizing the whiteboard conversation to address customers' business challenges will be addressed.

Audience

This course is intended for Citrix Partner Network members and Citrix sales professionals.

Preparatory Recommendations

There are no preparatory recommendations for this course.

Key Skills

Upon successful completion of this course, learners are able to:

- Understand what makes Citrix unique
- Tell the Citrix story
- Leverage the Citrix Delivery Center to sell more Citrix solutions
- Illustrate the key images in the Citrix Application Delivery Whiteboard Conversation

Instructional Method

Self-paced Online

Course Length

1.5 hours (estimated time to complete this course)

Certification Preparation

This course is a requirement for the Citrix Certified Sales Professional (CCSP) 2009 certification program.

Registration

For additional information and to register for this course, please visit www.citrix.com/ccsp (My Citrix login required).