

CXA-001-2W CCSP 2009: Selling Citrix® XenApp™

This course introduces sales professionals to Citrix XenApp and provides key product information, industry data, and best practices for selling the Citrix application delivery solution. Learners will gain understanding of the role of XenApp in the Citrix Delivery Center, compelling product benefits, and how to most effectively address customer challenges in the sales conversation.

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:

- Describe the XenApp market opportunity
- Summarize the XenApp value proposition
- Identify customer pain points and decide how to handle the sales conversation
- Leverage the Citrix Key Plays to increase sales

Instructional Method

Self-paced Online

Course Length

1 hour (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).