

CXS-001-2W CCSP 2009: Selling Citrix® Essentials™ for XenServer™ and Hyper-V

This course introduces sales professionals to Citrix Essentials for XenServer and Hyper-V and provides key product information, industry data, and best practices for selling the Citrix virtualization solution. Learners will gain understanding of the role of Citrix XenServer and Citrix Essentials 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 Citrix XenServer and Citrix Essentials market opportunities
- Summarize the XenServer and Citrix Essentials value propositions
- Identify customer pain points and decide how to handle the sales conversation
- Leverage the 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).