



CTX-1622AW Citrix EdgeSight 4.5: Selling and Positioning

The Citrix EdgeSight 4.5: Selling and Positioning course explains the role of Citrix EdgeSight in the Citrix end-to-end application delivery infrastructure and the benefits to customers and partners.

Covering Citrix EdgeSight for Presentation Server, Citrix EdgeSight for Endpoints, and Citrix EdgeSight for Load Testing, this course describes the customer business challenges, target customer profiles and the market space in which this product line resides.

Learners gain an understanding of how EdgeSight solves customer challenges, the competitive landscape, as well as the key differentiators that set EdgeSight apart from the competition.

Audience

This course is intended for Citrix Partner Network members.

Preparatory Recommendations

There are no preparatory recommendations for this course.

Key Skills

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

- Describe the products and specify benefits to customers and partners.
- Identify customer business challenges and the characteristics of customers to target for sales of the products.
- Explain the products' benefits and features and the key differentiators for comparing the products with competitors' products.
- Manage the sales process when selling the products as part of sales opportunities.

Instructional Method

Self-paced eLearning

Course Length

Approximately 1.0 hour. The course length is an approximation of how long it takes to complete this course. Learners may spend as much time as they need to complete the course, and are able to log on and off as often as desired.

Certification Preparation

This course is not currently a requirement for any Citrix certification track.

Registration

To register for this course and more information, visit www.CitrixEducation.com.