

Ultimate Partner Training Series

June 20, 2:30 pm to June 23, 2:30 pm, 2017 - Atlanta, GA



Summary Agenda (subject to change)

Training Dates

June 20 at 2:30pm to
June 23 at 2:30 pm

Event Moderator
Chris O'Brien

Phone
678-810-0285

Email
chris@microcorp.com

Instructors

Todd Smith
Sean Weisenburger
Greg Griffith
Sean Tario
Paul Carrico

Training Location

Earthlink
1170 Peachtree St NE
Floor 9
Atlanta GA 30309

Host Hotel

Atlanta Marriot Suites
Midtown
35 14th Street NE,
Atlanta, GA 30309

Attendance Cost

\$575 Per Attendee

Registration Includes

All Meals
Hotel – 3 Nights
Course Attendance
Course Materials
White Papers
Educational Books
Follow-up Sessions

TUESDAY June 20:

2:30pm – 9pm Kick Off

2:30pm - 3:00pm Registration
3:00pm - 3:45pm Introductions, Course Materials, Overview
3:45pm - 4:00pm Ultimate Partner Training Success Stories
4:00pm - 4:30pm MicroCorp Keynote
4:30pm – 4:50pm **Level3 – Security – UPT Series 2 Primer**
4:50pm Agenda & Materials Walkthrough, Assign Teams

WEDNESDAY June 21:

7:30am – 9pm Day 1

7:30am - 8:00am Breakfast Kick off with Open Dialogue and Discussions
8:00am - 10:00am Data Center Industry Overview
• Provider Types, Services Sold, Billing & Pricing Models, Client Motivations
10am - 10:30am Personal Work Break
10:30 - 12:30pm Hosting/IaaS Industry Overview
• Evolution of "Cloud" Computing, Provider Types, Services Sold, Client Motivations
12:30pm - 1pm Lunch and Personal Work Break
1:00pm - 1:30pm Data Center Hot Seat
1:30pm - 3:30pm SD-WAN Industry Overview
• Evolution of SD-WAN, Provider Types, Services Sold, Client Motivations
3:30pm - 4:00pm Personal Work Break
4:00pm - 5:00pm Accurately Framing the Bigger Conversation w/ Clients
• Know & Respect the Sales Process, Advanced Communication Skills & Techniques, Mining the Gold Mine in Your Backyard, Opening New Conversations
5:00pm - 5:45pm Hosting Hot Seat
5:45pm - 6:00pm Wrap up Day 1
6:00pm - 7:00pm Personal Time
7:00pm - 9:00pm Hosted Dinner with Subject Matter Experts

THURSDAY June 22:

7:30am – 9pm Day 2

7:30am - 8:00am Breakfast with Open Dialogue and Discussions
8:00am - 9:30am Your Expanded Services Offering
• Colocation – Retail, Wholesale, Audits, Contract Renegotiations, Physical Migrations
• Hosting & Cloud - Managed Services, IaaS, Audits & Optimization, Managed DR, Managed Recovery Programs, Logical Migrations
9:30am - 10:00am Personal Work Break
10am - 10:45am Your Expanded Services Offerings for SD-WAN
10:45 - 11:30am SD-WAN Hot Seat
11:30am - 12pm Lunch and Personal Work Break
12:00pm - 1:00pm Work Shop – Data Center Pricing & Deal Structure Workshop
1:00pm - 2:00pm Hosting Training Continued
2:00pm - 3:00pm Work Shop - SD-WAN Training Continued
3:00pm - 5:30pm Data Center Tour
6:00pm - 9:00pm Hosted Dinner with Subject Matter Experts

FRIDAY June 23:

7:30AM – 3PM Day 3

7:30am - 8:00am Breakfast with Open Dialogue and Team Preparations
8:00am - 9:00am Pitch Competition Work Shop in Groups
9:00am - 12:00pm Pitch Competition and working Lunch (5 min break after each one)
12pm - 12:30pm Personal Break
12:30pm - 1:00pm Team Competition Analysis & Awards
1:00pm - 1:15pm Ongoing Education, Resources and Engagement
1:15pm – 1:45pm TAP in depth review
1:45pm – 2:15pm Exit Interview and Live Opportunity Assistance
2:15pm – 2:30pm Feedback Session and Closing Remarks (**Recoup Cost of attending**)
2:30pm Travel Departure

Series 1: Data Center, Advanced Hosted Solutions & SD-WAN Sales

Registration & Group Orientation

Materials needed for the week will be handed out, individual agent attendee introductions will be made, as well as introductions to the trainers and moderators you will be engaged with throughout the week.

Data Center Industry Overview

Provider Types, Services Sold, Billing & Pricing Models, Client Motivations

You will learn who the different types of providers are in the industry, provider motivations, the myriad of solutions being sold, pricing models offered and what drives a client to select any one provider or solution over another.

Hosting/IaaS Industry Overview

Evolution of "Cloud" Computing, Provider Types, Services Sold, Client Motivations

You will learn how the hosting and "cloud" industry has evolved over the past 20+ years, who the different types of providers are in the industry, provider motivations, the myriad of solutions being sold, pricing models offered and what drives a client to select any one provider or solution over another.

Security Overview

A primer for Digital Transformation in the Enterprise

Interactive session that links Security to the Digital Transformation business drivers that many of our clients are struggling to adopt into their infrastructure, with discussion around how Security is a required bedrock for Digital Transformation and how to address Security as an extension of current network conversations.

Data Center Service Provider Hot Seat Session

This is NOT a traditional service provider sales pitch session but a targeted Q&A session with technical representatives from a variety of providers in the Data Center industry. This session will be moderated by seasoned professionals who have been involved with interviewing and negotiating contracts with hundreds of providers in the data center marketplace. You will begin to understand what specific clients are relevant for specific data center service providers based on actual client needs and provider capabilities.

SD-WAN Industry Overview

Evolution of SD-WAN, Provider Types, Services Sold, Client Motivations

You will learn how the SD WAN solution has evolved over the past few years, who the different types of providers are in the industry, provider capabilities and what drives a client to select any one provider or solution over another.

Accurately Framing the Bigger Conversation with Clients

Sales Process, Advanced Communication Techniques, Mining the Gold Mine in Your Backyard, Opening New Conversations

This lesson focuses on how you can begin to distinguish yourself in a market that has fundamentally changed the way clients buy and sell. This lesson focuses on the specific skills needed by a sales professional to manage the sales process and keep a customer's focus while understanding the comprehensive needs to a customer's strategic challenges.

Hosting/IaaS/Cloud Service Provider Hot Seat Session

This block will function the same as the Data Center Service Provider Hot Seat. You will begin to understand what specific clients are relevant for specific hosting, IaaS and Cloud solutions and service providers based on actual client needs and provider capabilities.

SD-WAN Service Provider Hot Seat Session

This block will function the same as the prior Hot Seat Sessions. You will begin to understand what specific clients are relevant for specific SD WAN service providers based on actual client needs and provider capabilities.

Your Expanded Services Offering

Colocation – Retail, Wholesale, Audits, Contract Renegotiations, Physical Migrations

Hosting & Cloud - Managed Services, IaaS (AWS, Azure), Audits & Optimization, Managed DR, Managed Recovery Programs, Logical Migrations,

SD-WAN – which is the right fit for my needs

A detailed explanation of each specific product and service you now have at your fingertips to sell will be provided, along with a case studies that cover how and when different solutions were introduced to a client to provide a comprehensive solution.

Work Shop – Live Case Study & Practice Pitch Engagements

The group will collectively participate in 4 different case study practice pitch workshops. Here you will now put into practice the lessons learned within a number of different mock conversations with clients within an open group collaboration setting.

Live Team Case Study Pitch Competition Introduction & Prep

The group will be separated into teams to begin preparing for live 30-minute conversations with 4 different clients to be held the following morning. Four different client profiles will be provided and each team will need to prepare for each client scenario and profile. The specific client profiles will be pulled at random the following morning and, as such, each team should prepare to pitch to all 4 different clients.

Live Team Case Study Pitch Competition, Analysis & Awards

Teams will be brought into separate rooms to spend 30 minutes with each client. Scores will be tallied based on performance looking at a variety of characteristics. Each team will be evaluated in front of the group and awards will be provided to the team with the highest score.

Ongoing Education, Resources and Engagement

You will be provided with information on how to dive deeper into the materials covered during this course and where to find additional resources if needed and how to specifically engage with the MicroCorp team to start immediately monetizing the lessons learned.