

SALES-01

Azure Sales Accelerator

DURATION**1 day****FORMAT**

On site, 09:30 to 17:00 · German or English

AUDIENCE

Sales teams and account managers at Microsoft partners, together with their presales. No Azure knowledge required.

*Certification anchor: Sales enablement, no exam. Optional follow-up path: AZ-900 or Azure Sales Advanced.***OUTCOMES**

- ▶ Explain Azure value in customer language: platform instead of single servers
- ▶ Gain pricing confidence for the Azure price conversation
- ▶ Handle objections such as cheaper local hosters, data privacy and US cloud concerns
- ▶ Leave with a concrete action plan for your live deals

AGENDA

09:30	Arrival, kickoff, introductions, goals, ground rules
10:30	Azure value proposition and market positioning: platform story, EU data residency
11:30	Pricing mastery: confidence in the Azure price conversation
13:30	Objection handling and customer concerns: price comparisons, privacy, US cloud
14:30	Sales psychology and closing techniques
15:45	Joint action planning for live deals, experience exchange

YOUR TRAINER**Dino Bordonaro**

7x Microsoft MVP (Azure, Azure Hybrid, Cloud & Datacenter Management), Microsoft Certified Trainer, almost 30 years in IT. Trains Microsoft partners, among others for the ADN distribution. His strength: he connects sales and technology. Pricing models, objections and architecture in a language that decision makers and engineers both understand. More than 500 professionals trained, every concept proven in his own Tier 4 lab.

from €7,900 plus VAT

In-house day rate, up to 12 people. Open seats from €890 per person. Distributor sponsoring possible, reference: ADN Distribution.

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