This one-day course provides a solid foundation in cloud computing. The course starts with a Cloud Reference Model and a common set of definitions for service models including managed services, platform as a service (PaaS), infrastructure as a service (IaaS), and software as a service (SaaS). The market for those services is explored and a market segmentation model is reviewed in order to better understand your potential customers. The competitive landscape is reviewed and an exercise regarding strengths, weaknesses, opportunities, and threats is conducted to reinforce learning. A financial modeling module will explore issues in determining the total cost of ownership of an existing computing paradigm vis-à-vis migrating to a cloud-based solution. The course then covers objection handling and closes with a discussion on post implementation follow-through.

Course Objectives:
- Be able to describe Cloud Reference Model.
- Be able to describe each type of service model.
- Be able to identify who you should be selling to.
- Understand what do your customers need (what problems are you solving).
- Be able to distinguish decision makers, buyers, and influencers.
- Understand the major competitors for each of the cloud service models, their strengths and weaknesses.
- Be able to speak to the Strengths, Weaknesses, Opportunities, and Threats (SWOT) of your product offering.
- Be able to cost justify your product offering.
- Be able to effectively handle typical objections to cloud computing service models.
- Be able to identifying potential for additional sales based on post implementation analysis**.**

Audience: Sales engineers responsible for selling cloud computing and managed services.

Prerequisites: Familiarity with enterprise level IT requirements. No programming experience is required.

Number of Days: 1 Day

1   **Basic Concepts and Definitions**
    Cloud Reference Model
    The IT outsourcing spectrum
    Wholesale datacenters
    Colocation
    Managed services
    Infrastructure as a Service (IaaS)
    Platform as a Service (PaaS)
    Software as a Service (SaaS)
    Private vs. public clouds
2   **Market for IT Outsourced Services**
    Identifying Customers
    Problems your customers are trying to solve
    Decision makers, buyers, and influencers
3   **Competitive Landscape**
    Who are the players in each of the market segments
    Strengths and weaknesses for major players
4   **Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis**
    Exercise