

SALES-05

Azure Sales Accelerator

DURATION**5 days****FORMAT**

On site or remote live · German or English

AUDIENCE

Sales, account managers and presales at Microsoft partners and system integrators who want to build Azure sales systematically. No Azure knowledge required.

Certification anchor: Sales enablement without an exam. Optional follow-up path: AZ-900.

OUTCOMES

- ▶ Calculate and present TCO and ROI arguments for Azure deals yourself
- ▶ Master the sovereign sales story: data sovereignty as a closing argument
- ▶ Structure discovery, qualification and proposal scoping for Azure projects
- ▶ Establish a shared language between sales and presales

AGENDA

Day 1	Value story compact: Azure benefits in customer language, pricing confidence, objection handling
Day 2	Briefing: Azure portfolio map, buying center, discovery methodology
Day 3	TCO and ROI workshop: calculations, business cases, pricing models
Day 4	Sovereign sales story and deal scoping: data sovereignty, critical-infrastructure arguments, reference architectures in sales
Day 5	Landing: deal reviews on real pipelines, action plan per participant

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 €4,450 plus VAT

Per person, 5 training days. In-house from €7,900 per training day, up to 12 people. Distributor sponsoring possible, reference: ADN Distribution.

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