



THE RED HAT SALES COLLEGE

WHAT IS THE SALES COLLEGE?

The Red Hat Sales College is a comprehensive sales training course on all Red Hat solutions. Organized by product, the Sales College enables focused study and accreditation. The future of the Sales College will include technical content for sales engineers and pre-sales technical consultants.

WHAT IS THE BENEFIT?

The Sales College will provide you with the same insights that we provide to the Red Hat sales force. The curriculum is comprised of six product accreditations with modules that provide information on the essential values for each topic including the environment, product details and competition.

WHAT TOPICS ARE COVERED?

Each module covers a range of topics to ensure the partner has a complete understanding of the product.

201 Level Course - Market Overview

202 Level Course - Product Overview

203 Level Course - Pricing Overview

204 Level Course - Ecosystem

205 Level Course - Competition

206 Level Course - How to Sell

207 Level Course - Objection Handling

HOW WILL THIS HELP ME?

The Sales College will teach you the how to position and sell the Red Hat portfolio of products to your customer. Whether you are building a successful Linux practice or fulfilling customer demands there is the path that is right for you.

What are the Red Hat Sales College Paths?

Recognizing that different sales roles have unique learning requirements, Red Hat has developed multiple paths for the Sales College.

RED HAT SALES INTRODUCTION PATH

This path provides the learner with the entry level education to sell Red Hat. This is perfect for a sales rep who is working with a high volume of customer needs and wants to know how to increase sales with Red Hat.

The path contains the following courses:

Red Hat Enterprise Linux - Product Overview

Red Hat Network - Product Overview

Red Hat Enterprise Linux - How to Sell

Red Hat Network - How to Sell

RED HAT ENTERPRISE SALES PATH

This path provides more in-depth training of the Red Hat products. This is perfect for the sales rep who wants a deeper understanding of Red Hat to identify customer pains and increasing sales by identifying and selling appropriate products.

The path includes:

Why Open Source

Why Red Hat

Red Hat Enterprise Linux - Product Overview

Red Hat Network - Product Overview

Red Hat Enterprise Linux - How to Sell

Red Hat Network - How to Sell

IDM Product Overview

Global File System (GFS) Product Overview

RED HAT PRODUCT ACCREDITATIONS PATH

The product accreditations are designed to provide sales training on specific products such as Red Hat Enterprise Linux. Each course, Red Hat Enterprise Linux, Storage Management, Identity Management, Red Hat Desktop, Global Learning Services and Red Hat Network culminate with a challenging sales simulation to test the skills learned in an applied selling environment. Each Red Hat product accreditation consists of four elements:

- **Pre-test** - can be taken prior to each course module. If you score 80% or higher you can "test out" of the module.
- **eLearning Modules** - highly interactive elearning that teaches the best way to position and sell each Red Hat product.
- **Post Assessment** is a comprehensive evaluation covering the course modules that you must pass with a 70% or better.
- **Sales Simulation** - apply the product knowledge that you have learned in a real life sales situation that covers everything from qualification to close.

RED HAT CERTIFIED SALESPERSON

This certification is achieved by completing all of the Product Accreditations and the final Sim that tests your knowledge of how to sell the complete Red Hat solution. This certification shows that the salesperson is a Red Hat expert not only on selling Linux but the entire Red Hat portfolio of products.

HOW DO I ENROLL?

The Sales College is one benefit of the Red Hat Business Partner program that include :

- **Sales and technical training online**
- **Logo usage and marketing support**
- **Pre-sales support**
- **Product and training discounts**

Resellers who are currently members of either HP's Linux Elite Program or IBM's Leaders for Linux Program are automatically eligible for membership in the Red Hat Ready Business Partner Program. Resellers may also be nominated by their regional channel sales manager.

To get more information on the Partner Program please visit:
<http://www.redhat.com/solutions/partners/business/>

For more information on the Red Hat Sales College please send an email to:
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