

Mastering AWS Sales: From Fundamentals to Customer Success

Objective:

This course is designed to provide a comprehensive overview of the AWS ecosystem, enabling participants to become proficient in selling AWS solutions and achieving success in the competitive cloud computing market.

No. of Days: 2 No. of Hours: 16

Day 1: AWS Overview and Business Value

Morning Session (4 hours):

- **AWS Cloud Computing Fundamentals (1 hour):**
 - Define cloud computing, IaaS, PaaS, and SaaS.
 - Compare and contrast cloud computing with traditional IT infrastructure.
- **AWS Value Proposition (1 hour):**
 - Discuss the core AWS services (compute, storage, database, networking, security).
 - Highlight the benefits of using AWS, such as scalability, cost-effectiveness, and reliability.
 - Present use cases for various AWS services across different industries.
- **Customer Journey and Pain Points (1 hour):**
 - Identify common customer challenges and how AWS can address them.
 - Discuss the value proposition of AWS for different customer segments.
- **AWS Partner Network (APN) (1 hour):**
 - Explain the benefits of joining the APN program for system integrators.
 - Discuss the different APN tiers and partner competencies.

Afternoon Session (4 hours):

- **Compute (1 hour):**
 - Deep dive into EC2, Lambda, and Fargate.
 - Compare and contrast their use cases and benefits.
- **Storage (1 hour):**
 - Explore S3, EBS, and Glacier.
 - Discuss their use cases and storage options.

- **Database (1 hour):**
 - Introduce RDS, DynamoDB, and Redshift.
 - Compare and contrast their features and use cases.
- **Networking (1 hour):**
 - Overview of VPC, Route 53, and Direct Connect.
 - Discuss network design and connectivity options.

Day 2: Core AWS Services and Trending Technologies

Morning Session (4 hours):

- **Security (1 hour):**
 - Introduce IAM, Security Groups, and AWS WAF.
 - Discuss best practices for securing AWS resources.
- **Serverless Computing (1 hour):**
 - Deep dive into Lambda, API Gateway, and serverless architectures.
 - Discuss the benefits and use cases of serverless computing.
- **Containerization (1 hour):**
 - Explore ECS, Fargate, and Kubernetes on EKS.
 - Compare and contrast container orchestration platforms.

Afternoon Session (4 hours):

- **Data Analytics and Machine Learning (1 hour):**
 - Overview of AWS services for data lakes, big data processing, and ML (S3, EMR, Redshift, SageMaker).
 - Discuss use cases and benefits of these services.
- **IoT (1 hour):**
 - Introduction to AWS IoT Core, IoT Device Management, and IoT Analytics.
 - Discuss IoT use cases and implementation considerations.
- **AWS Sales Methodology (1 hour):**
 - Introduce the AWS sales process and best practices.
 - Discuss the importance of understanding customer needs and pain points.
- **Deal Structuring (1 hour):**
 - Discuss pricing models, TCO analysis, and deal registration.
 - Provide tips for structuring effective deals with customers.