

## **AWS Sales From Fundamentals to Customer Success**

**8 hrs with trainer demo**

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### **Module 1: Introduction to AWS and Cloud Fundamentals**

- What is Cloud Computing?
  - AWS Global Infrastructure Overview
  - Key AWS Services Overview (Compute, Storage, Networking, Databases)
  - Shared Responsibility Model
  - AWS Pricing, Cost Optimization, and Free Tier Concepts
  - Customer Pain Points Cloud Solves
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### **Module 2: AWS Core Services and Business Relevance**

- Compute Services: EC2, Lambda, ECS, and Elastic Beanstalk
  - Storage Solutions: S3, EBS, and Glacier – Business Use Cases
  - Networking Essentials: VPC, Route 53, CloudFront – Enabling Customer Access
  - Databases: RDS, DynamoDB – Customer Scenarios
  - AI/ML, Analytics, and Business Value for Sales Conversations
  - Case Study Discussion: Matching Services to Customer Needs
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### **Module 3: Understanding Customer Requirements**

- Identifying Cloud Adoption Drivers (Cost, Agility, Innovation, Security)
  - Customer Discovery Framework:
    - Current Infrastructure
    - Business Challenges
    - Desired Outcomes
  - Mapping Business Needs to AWS Solutions
  - Handling Common Customer Concerns (Cost, Migration, Compliance)
  - Role-Play: Conducting Effective Customer Discovery Conversations
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### **Module 4: Solution Framing and Customer Access**

- Translating Technical Features into Business Value

- Creating Simple Solution Narratives (Compute + Storage + Networking Example)
  - Using the AWS Well-Architected Framework in Sales Context
  - Customer Access and Onboarding: Accounts, IAM Roles, and Support Plans
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#### **Module 5: AWS Tools for Sales Enablement**

- AWS Pricing Calculator and TCO Tools
- AWS Partner Network (APN) and Marketplace Overview
- Using AWS Customer Stories and Case Studies
- How to Leverage AWS Training and Certifications for Customer Engagement