

# Ultimate Partner Training Series

June 20, 2:30 pm to June 23, 2:30 pm, 2017 - Atlanta, GA



## Training Dates

June 20 at 2:30pm to  
June 23 at 2:30 pm

## Event Moderator

Chris O'Brien  
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## Instructors

Todd Smith  
Sean Tario  
Paul Carrico

## Training Location

Earthlink  
1170 Peachtree St NE  
Floor 9  
Atlanta GA 30309

## Host Hotel

Atlanta Marriot Suites  
Midtown  
35 14th Street NE,  
Atlanta, GA 30309

## Attendance Cost

\$575 Per Attendee

## Registration Includes

All Meals  
Hotel – 3 Nights  
Course Attendance  
Course Materials  
White Papers  
Educational Books  
Follow-up Sessions

### TUESDAY June 20: 2:30pm – 9pm Kick Off

2:30pm - 3:00pm  
3:00pm - 3:45pm  
3:45pm - 4:00pm  
4:00pm - 4:30pm  
4:30pm – 4:50pm  
4:50pm – 5:30 pm  
5:30pm-6:15pm  
6:15pm-6:30pm  
6:30pm - 9:00pm

#### Registration

Introductions, Course Materials, Overview  
Ultimate Partner Training Success Stories  
MicroCorp Keynote

#### UPT Series 2 Primer - Security

Meet & Greet  
Personal time  
Walk to Dinner

**Dinner:** South City Kitchen, 1144 Crescent Ave NE, 404-873-7358

### WEDNESDAY June 21: 7:30am – 9pm Day 1

7:30am - 8:00am  
8:00am - 10:00am  
10am - 10:30am  
10:30 - 12:30pm  
12:30pm - 1pm  
1:00pm - 1:30pm  
1:30pm - 3:30pm  
3:30pm - 4:00pm  
4:00pm - 5:00pm  
5:00pm - 5:45pm  
5:45pm - 6:00pm  
6:00pm – 6:20pm  
6:20pm – 6:30pm  
6:30pm - 9:00pm

#### Breakfast Kick-Off with Open Dialogue and Discussions

Data Center Industry Overview  
Personal Work Break  
Hosting/IaaS Industry Overview

#### Lunch and Personal Work Break

Data Center Hot Seat  
SD-WAN Industry Overview  
Personal Work Break  
Accurately Framing the Bigger Conversation w/ Clients  
Hosting Hot Seat  
Wrap Up Day 1  
Personal Time  
Walk to Dinner

**Dinner:** Pasta Da Pulcinella, 1123 Peachtree Walk NE, 404-876-1114

### THURSDAY June 22: 7:30am – 9pm Day 2

7:30am - 8:00am  
8:00am - 9:30am  
9:30am - 10:00am  
10am - 10:45am  
10:45 - 11:30am  
11:30am - 12pm  
12:00pm - 1:00pm  
1:00pm - 2:00pm  
2:00pm - 3:00pm  
3:00pm – 3:45pm  
3:45pm – 4:00pm  
4:00pm – 5:00pm  
5:00pm – 5:15pm  
5:15pm – 6:15pm  
6:15pm – 6:30pm  
6:30pm - 9:00pm

#### Breakfast with Open Dialogue and Discussions

Your Expanded Services Offering  
Personal Work Break  
Your Expanded Services Offerings for SD-WAN  
SD-WAN Hot Seat – Series #1

#### Lunch and Personal Work Break

Work Shop – Data Center Pricing & Deal Structure Workshop  
Work Shop - SD-WAN Training Continued  
Hosting Training Continued  
SD-WAN Hot Seat – Series #2  
Personal Break  
Data Center Virtual Tours with Expert Analysis  
Wrap Up Day 2  
Personal Break  
Walk to Dinner

**Dinner:** Front Page News, 1104 Crescent Ave NE, 404-897-3500

### FRIDAY June 23: 7:30AM – 3PM Day 3

7:30am - 8:00am  
8:00am - 9:00am  
9:00am - 12:00pm  
12pm - 12:30pm  
12:30pm - 1:00pm  
1:00pm - 1:15pm  
1:15pm – 1:45pm  
1:45pm – 2:15pm  
2:15pm – 2:30pm  
2:30pm

#### Breakfast with Open Dialogue and Team Preparations

Pitch Competition Work Shop in Groups  
Pitch Competition and working Lunch (5 min break after each one)

#### Box Lunch & Personal Break

Team Competition Analysis & Awards  
Ongoing Education, Resources and Engagement  
TAP in depth review

Exit Interview and Live Opportunity Assistance

Feedback Session and Closing Remarks (**Recoup Cost of attending**)

#### Travel Departure

## Series 1: Data Center, Advanced Hosted Solutions & SD-WAN Sales

### Registration & Group Orientation

*Materials needed for the week will be handed out, individual agent attendee introductions will be made, as well as introductions to the trainers and moderators you will be engaged with throughout the week.*

### Data Center Industry Overview

Provider Types, Services Sold, Billing & Pricing Models, Client Motivations

*You will learn who the different types of providers are in the industry, provider motivations, the myriad of solutions being sold, pricing models offered and what drives a client to select any one provider or solution over another.*

### Hosting/IaaS Industry Overview

Evolution of "Cloud" Computing, Provider Types, Services Sold, Client Motivations

*You will learn how the hosting and "cloud" industry has evolved over the past 20+ years, who the different types of providers are in the industry, provider motivations, the myriad of solutions being sold, pricing models offered and what drives a client to select any one provider or solution over another.*

### Security Overview

A primer for Digital Transformation in the Enterprise

*Interactive session that links Security to the Digital Transformation business drivers that many of our clients are struggling to adopt into their infrastructure, with discussion around how Security is a required bedrock for Digital Transformation and how to address Security as an extension of current network conversations.*

### Data Center Service Provider Hot Seat Session

*This is NOT a traditional service provider sales pitch session but a targeted Q&A session with technical representatives from a variety of providers in the Data Center industry. This session will be moderated by seasoned professionals who have been involved with interviewing and negotiating contracts with hundreds of providers in the data center marketplace. You will begin to understand what specific clients are relevant for specific data center service providers based on actual client needs and provider capabilities.*

### SD-WAN Industry Overview

Evolution of SD-WAN, Provider Types, Services Sold, Client Motivations

*You will learn how the SD WAN solution has evolved over the past few years, who the different types of providers are in the industry, provider capabilities and what drives a client to select any one provider or solution over another.*

### Accurately Framing the Bigger Conversation with Clients

Sales Process, Advanced Communication Techniques, Mining the Gold Mine in Your Backyard, Opening New Conversations

*This lesson focuses on how you can begin to distinguish yourself in a market that has fundamentally changed the way clients buy and sell. This lesson focuses on the specific skills needed by a sales professional to manage the sales process and keep a customer's focus while understanding the comprehensive needs to a customer's strategic challenges.*

## Hosting/IaaS/Cloud Service Provider Hot Seat Session

*This block will function the same as the Data Center Service Provider Hot Seat. You will begin to understand what specific clients are relevant for specific hosting, IaaS and Cloud solutions and service providers based on actual client needs and provider capabilities.*

## SD-WAN Service Provider Hot Seat Session

*This block will function the same as the prior Hot Seat Sessions. You will begin to understand what specific clients are relevant for specific SD WAN service providers based on actual client needs and provider capabilities.*

## Your Expanded Services Offering

**Colocation** – Retail, Wholesale, Audits, Contract Renegotiations, Physical Migrations

**Hosting & Cloud** - Managed Services, IaaS (AWS, Azure), Audits & Optimization, Managed DR, Managed Recovery Programs, Logical Migrations,

**SD-WAN** – which is the right fit for my needs

*A detailed explanation of each specific product and service you now have at your fingertips to sell will be provided, along with a case studies that cover how and when different solutions were introduced to a client to provide a comprehensive solution.*

## Work Shop – Live Case Study & Practice Pitch Engagements

*The group will collectively participate in 4 different case study practice pitch workshops. Here you will now put into practice the lessons learned within a number of different mock conversations with clients within an open group collaboration setting.*

## Live Team Case Study Pitch Competition Introduction & Prep

*The group will be separated into teams to begin preparing for live 30-minute conversations with 4 different clients to be held the following morning. Four different client profiles will be provided and each team will need to prepare for each client scenario and profile. The specific client profiles will be pulled at random the following morning and, as such, each team should prepare to pitch to all 4 different clients.*

## Live Team Case Study Pitch Competition, Analysis & Awards

*Teams will be brought into separate rooms to spend 30 minutes with each client. Scores will be tallied based on performance looking at a variety of characteristics. Each team will be evaluated in front of the group and awards will be provided to the team with the highest score.*

## Ongoing Education, Resources and Engagement

*You will be provided with information on how to dive deeper into the materials covered during this course and where to find additional resources if needed and how to specifically engage with the MicroCorp team to start immediately monetizing the lessons learned.*