

# Veritas Sales Academy



Live virtual sessions that examine business best practices, technology solutions, and sales strategies.

## Veritas Sales Academy Overview

Veritas Sales Academy (VSA) enables you to have more effective conversations about Veritas technologies and sales processes. It's about the sales pieces that are critical for you, why your customers care, focusing on the customer business challenges and how we are solving them together. All designed to further your business success and growth, our live virtual sessions examine business best practices, technology solutions and sales strategies, including:

- **Veritas core beliefs** and GTM strategies across our IM portfolio.
- **New product launches**—How do new features align with business priorities and objectives?
- **Competitive analysis**—Who are the top competitors and what unique insights or “secret sauce” does Veritas bring to the market?
- **Industry knowledge**—What are the key industry trends driving the market, the resulting challenges and how Veritas contrasts the market?

VSA is held Monday and Tuesday on the 2nd week of months 1 and 2 each quarter. Topics align with the product release/launch calendar and will be chosen and communicated in advance of each VSA week.

## Why It's Important

Veritas Sales Academy will empower you to understand a solution's key value proposition on a deeper level and provide you with the information you need to succeed. You'll learn about key business problems, market opportunities and how to position Veritas as a technology leader.

- **You'll hear from** product marketing experts, practice leads, top sales reps, and others from the field.
- **You'll attend along side** Veritas Sales (Field, Inside Sales, Partner Account Managers) and Veritas Sales Engineers

## You'll be able to:

- Articulate why Veritas is the right choice, and re-orient customer conversations to what matters most: Business challenges, opportunities, and how Veritas delivers business outcomes.
- Maximize your prospecting time by understanding the key buyers and use cases to target in your accounts.
- Handle competitive traps and the common objections you will encounter in the field.
- Uncover more opportunities, consistently build a quality pipeline and achieve higher close rates.

## What You'll Learn

- **Align** with our sales organization.
- **Articulate** our joint value proposition and key differentiators.
- **Identify** new sales opportunities.
- **Successfully** position and sell Veritas solutions.
- **Create** stronger demand for a specific solution.
- **Focus** on better-qualified opportunities.
- **Increase** effectiveness in positioning and selling technology.
- **Hold** conversations that take a sale to the next step.
- **Learn** how to benefit from channel programs and valuable sales and marketing tools.

## Get Started

Check out our [Partner Enablement Calendar](#) for dates, topics and registration. Easily filter view by type, geo, competency and role. Register directly from within the event listed and receive automatic invites.

## Veritas. It's simple. It's for you.

Please note that this training is intended only for experienced sales professionals that have a strong foundational understanding of the specific solution and familiarity selling it in the field.

