

ISM Enablement-in-a-Box

Steps:

1. Assess Readiness
2. Onboarding Training
3. Plan Continuing Education to deepen skills
4. Identify Enablement Tools and Job Aids

Specific enablement details on courses and offerings are identified on the ISM Page of Enablement Central

OnBoarding			
Sales Path		Technical Path	
<p>The sales training path has three options; ISM products, Solution Sales Methodology, and Solution Areas.</p> <ol style="list-style-type: none"> 1. Products: Same list as the technical path, but at a sales level. 2. Solution Sales Methodology 3. Solution Areas <ol style="list-style-type: none"> 1. Roles-based Provisioning 2. Identity Driven Compliance & Security Monitoring 3. Compliance Driven Access Management 4. Convergence of Physical and Logical Access 5. Password Policy Management 		<p>The technical product training is based on seven ISM products each with learning paths & additional resources.</p> <ol style="list-style-type: none"> 1. Access Manager 2. Identity Manager 3. Roles-based Provisioning 4. Sentinel 5. eDirectory 6. Secure Login 7. Storage Manager <p>There are a mix of training courses instructor led, online. All products have Technical Skills Assessments to help students determine their skill level and receive guidance on a learning path. Links to training resources and skills assessments can be found at the following URL:</p> <p>ISM Product Technical Assessment Questions</p>	
<p>ISM Introductory Sales Training. The Certified Novell Sales CNS ISM Specialty Sales training is provided online or instructor-led. Online CNS Materials</p>			
6 Modules	Approx. 8 Hrs		
1. Access Manager			
Sales Path		Technical Path	
1. QuickTrain (online) - Positioning & Selling Novell Access Manager 3		1. On Demand First Look – Novell Access Manager 3	
3 hrs	3 Modules	2 hrs	10 Modules
2. Pass online QuickTrain Quiz Module 1 Pass online QuickTrain Quiz Module 2		2. ATT Novell Access Manager 3	

Pass online QuickTrain Quiz Module 3				
Mod1 – 17 questions	Mod2 – 17 questions	Mod3 – 16 questions	3 days	
20 min	20 min	20 min		
2. Identity Manager				
Sales Path			Technical Path	
1. QuickTrain (online) - Positioning & Selling Novell Identity Manager 3.5			1. Take First Look (online): Getting Started with Novell Identity Manager	
4 Modules		2.5 hrs	6 Modules	3 hrs
2. Pass online QuickTrain Quiz Module 1 Pass online QuickTrain Quiz Module 2 Pass online QuickTrain Quiz Module 3 Pass online QuickTrain Quiz Module 4 Select the module and then select the finish to complete the quiz			2. Take Identity Manager Course a. Advanced Technical Training (ATT) Novell Identity Manager 3.5 b. Novell Identity Manager 3.5 Administration Course 3091	
Mod1, 12 questions	Mod2, 10 questions	Mod3, 8 questions	Mod4, 10 questions	
15 min	15 min	15 min	15 min	
80% to pass			a. ATT IDM – 4 days	b. 3091 – 5 days
3. Roles Based Provisioning				
Sales Path			Technical Path	
			1. Take Roles Based Provisioning Course(s) a. First Look (online): Introduction to Roles Based Provisioning Module b. Novell Technical Training (NTT) (online): IDM Roles Based Provisioning Module Installation c. NTT (online): IDM Roles Based provisioning Module Overview d. ATT Novell Identity Manager Roles Based Provisioning Module	
			a. 3 hrs	b. 1 hr
			c. 3 hrs	d. 4 days
			2. Pass IDM & Roles Technical Specialist Exam 050-703 Test Registration	
			1.5 hrs	50 questions
			70% to pass	
4. Sentinel				
Sales Path			Technical Path	
1. QuickTrain (online) - Positioning & Selling Novell Sentinel 6			1. Take First Look (online): Introduction to Novell Sentinel 6	

3 Modules		2.5 hrs		5 Modules		1 hr	
2. Pass online QuickTrain Quiz Module 1 Pass online QuickTrain Quiz Module 2 Pass online QuickTrain Quiz Module 3 Select the module and then select " Measure your knowledge " to take the quiz				2. Take Sentinel Course(s) a. NTT (online): Building a Sentinel Solution b. NTT (online): Novell Sentinel PCI Solution Pack c. NTT (online): Novell Sentinel 6 SP2 deep dive - coming soon d. ATT Novell Sentinel 6			
Mod1, 12 questions	Mod2, 12 questions	Mod3, 8 questions	3 Modules	5 Modules	TBD		
15 min	15 min	15 min	a. 1.25 hrs	b. 31 min	c. TBD	d. 4 days	
			3. Pass Sentinel Technical Specialist Exam 050-703 Test Registration				
			1.5 hrs	50 questions	70% to pass		
5. eDirectory							
Sales Path				Technical Path			
				1. Take First Look (online): Getting Started with Novell Identity Manager			
				6 Modules		1.5 hrs	
6. Secure Login							
Sales Path				Technical Path			
7. Storage Manager							
Sales Path				Technical Path			
Solution Selling Methodology							
Sales Path							
<p>Solution Selling is a sales process in which the selling activities involve direct contact with prospective partners & buyers. The intent of Solution Selling is to help salespeople identify a prospective buyer's business problem within an opportunity and lead the buyer to self-conclusion of how they can solve the problem utilizing the salesperson's capabilities and the value of doing so- thus leading to a "solution". Solution Selling is a collection of methods that includes tools, job aids, techniques, and procedures that help salespeople and team members align their selling activities to the steps of a buyer/buying organization's process.</p> <p>Solution Selling is a collection of methods that includes tools, job aids, techniques, and procedures that help salespeople and team members align their selling activities to the steps of a buyer/buying organization's process.</p> <p>The instructor-led workshop which follows the eLearning program emphasizes the practical use of Solution Selling® concepts by the participants. Since all participants will know the principles of the Solution Selling process before they arrive, the workshop focuses on the application of those concepts to win sales. No time is wasted on basic or remedial lecture and instruction. The result is a much richer learning experience, and a higher level of proficiency, in a shorter period</p>							

of time.

Upon completion of this Solution Selling workshop, you will be able to:

- describe the psychological aspects and phases of how buyers buy
- recognize the difference between "latent" and "active" opportunities and how each type should be approached from a seller perspective
- conduct pre-call planning and research prior to engaging in opportunities
- stimulate interest in prospects
- leverage past successes to initiate new opportunities
- demonstrate their credibility with the customer
- create or reengineer customer buying visions based on the strengths of their offerings
- gain access to "power" people within an opportunity
- better control the sell cycle
- improve their chances of winning competitive opportunities
- shorten sell cycles
- negotiate the steps leading to closure of a sell cycle
- manage their own territory
- calculate a more accurate pipeline

Continuing Education	
Sales Path	Technical Path
1. ISM Community Calls	1. FirstLook On-demand courses for Access Manager, Storage Manager, Secure Login
2. Quicktrain Tutorials	2. Novell ATT Courses
3. PartnerNet podcasts	3. ISM Community Calls
4. Customer Success Stories	4. Open Audio
Tools and Job Aids	
1. Sales Toolkit	1. Identity Manager Resource Kit
	2. Novell Online Demo System
	3. Virtual Machine Demo's - Utopia
Need Help with ISM Enablement? Who do I contact?	Brent McCormick, Global ISM Enablement Mgr Tracey Mead, Americas ISM Enablement Maria Thun, EMEA ISM Enablement Jacinta Scott, Asia Pacific Enablement

