# BlackBerry Enterprise Solution Sales Training version 4.1.2

## Overview

BlackBerry Enterprise Sales training is a high-energy, interactive learning experience that better prepares sales representatives to sell the complex and extensive features of BlackBerry to large accounts.

The course provides an overview of BlackBerry features and benefits and explores selling BlackBerry to both end-user and IT audience. Participants receive tools and strategies for qualifying and selling to BlackBerry customers, including calculating ROI and running successful BlackBerry pilot programs. Information about competitive products and recommended responses for handling common sales objections are also discussed.

## Who should attend

- BlackBerry® Enterprise Solution sales representatives with little to no experience using or selling the BlackBerry Solution.

## Topics covered

- Introducing Research In Motion
- Introducing BlackBerry devices
- Using the BlackBerry device
- Introducing BlackBerry Internet Solution™
- Introducing the BlackBerry Enterprise Solution™
- BlackBerry Enterprise Solution Security
- Comparing BlackBerry Internet Solution and BlackBerry Enterprise Solution
- Identifying BlackBerry Enterprise Solution Key Selling Points

## Course Details

**Course Code:** 40IESA22412

**Test Code:** 40IESA22412

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## Topics covered

- Exploring BlackBerry Enterprise Competition
- Handling Enterprise Customer Objections
- Extending the BlackBerry Solution Beyond Email
- Exploring BlackBerry Solution Return on Investment
- Qualifying BlackBerry Enterprise Solution Customers
- Exploring BlackBerry Dual Selling Cycle
  Exploring BlackBerry Pilot Programs

## Course objectives

### Module 1 – Introducing Research In Motion

- Discuss the value proposition offered by RIM's rich history.
- Identify and describe the three components of the BlackBerry Solution.

### Module 2 – Introducing BlackBerry devices

- List and describe five key features and benefits of BlackBerry devices.

### Module 3 – Using the BlackBerry device

- Match a BlackBerry device application with the appropriate description.
- Perform five basic functions on a BlackBerry device.

### Module 4 – Introducing BlackBerry Internet Solution

- Describe the components of the BlackBerry Internet Solution.
- List three features of the BlackBerry Internet Solution.
- Describe the BlackBerry Internet Service message flow.
- Identify the benefits of BlackBerry Desktop Software.

### Module 5 – Introducing the BlackBerry Enterprise Solution

- Identify five end-user features of the BlackBerry Enterprise Server.
- Identify five IT features of the BlackBerry Enterprise Server.
- List and explain the features, advantages, and benefits of IT Policies.
- Draw and label a BlackBerry message flow based on customer profiles.
- Label a BlackBerry Enterprise Server message flow diagram.


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## Module 6 – BlackBerry Enterprise Solution Security

- Discuss and summarize the three points of the BlackBerry Security Pyramid.
- Describe BlackBerry Enterprise Server Security to a customer.

## Module 7 – Comparing BlackBerry Internet Solution and BlackBerry Enterprise Solution

- Compare BlackBerry solution back-end systems by determining whether a feature belongs to BlackBerry Internet Solution or BlackBerry Enterprise Solution.
- Determine which BlackBerry solution back-end system is the best option for a customer.


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## Module 8 – Identifying BlackBerry Enterprise Solution Key Selling Points

- Describe seven key selling points for the BlackBerry solution.
- Align BlackBerry features with goals for organizations in different vertical markets.

## Module 9 – Exploring BlackBerry Enterprise Competition

- Compare wireless solutions to the BlackBerry solution.

## Module 10 – Handling Enterprise Customer Objections

- Identify common customer objections to the BlackBerry solution and discuss ways to overcome these objections.
- Determine where in the sales cycle different objections arise.

## Module 11 – Extending the BlackBerry Solution Beyond Email

- Describe four examples where BlackBerry has helped business to be more successful.
- Introduce BlackBerry Mobile Data System™ (BlackBerry MDS™).
- Identify the benefits of third party applications for BlackBerry.
- Identify where BlackBerry extensibility fits into the sales cycle.

## Module 12 – Exploring the BlackBerry Solution Return on Investment

- Summarize the findings of the 2004 Ipsos Reid study on BlackBerry solution ROI.
- Position key BlackBerry solution ROI statistics.
- Calculate ROI for a customer scenario.

## Module 13 – Qualifying BlackBerry Enterprise Solution Customers

- Identify characteristics of a BlackBerry solution customer.
- Explore the BlackBerry sales funnel to determine if a customer is a BlackBerry solution customer.
- Describe the three different types of encountered in the BlackBerry sales funnel.
- Discuss qualifying questions.
- Review the Qualifying Survey.

## Module 14 – Exploring the BlackBerry Dual Selling Cycle

- Review your current sales cycle.
- Discuss strategies to use when dealing with BlackBerry buying teams.
- Explore the BlackBerry Dual Selling Cycle.
- Identify the stages BlackBerry Dual Selling Cycle.
- Identify two BlackBerry buying teams.


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## Module 15 – Exploring BlackBerry Pilot Programs

- Identify keys for a successful pilot program.
- Discuss BlackBerry pilot programs.
- Review the BlackBerry Pilot Kit.


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