

# Selling Aruba Small Business Solutions

## Course description

This course will guide channel partners to successfully position and sell the Aruba Instant On portfolio. It provides an overview of the Instant On products & solutions, examples of key use cases, customer benefits and Aruba's competitive differentiators. After completing the course and assessment, partners will receive the Aruba Small Business Sales Accreditation.

## Ideal candidate for this course

Sellers in the Small and Medium Business space.

## Topics

- **Selling to small businesses**
  - What is a small business?
  - Small business trends
  - Unique small business challenges
  - Small business requirements
  - Small business opportunities
  - WiFi 6
  
- **Aruba Instant On**
  - End-to-end solution with Aruba Instant On portfolio
  - WiFi 6 with Aruba
  - Aruba Instant On portfolio
  - Aruba Instant On APs
  - Aruba Instant On switches
  - Instant On cloud feature set
  - Mobile app
  - Guest access portals
  - Software features
  - Cloud management for partners (MSP)
  - Warranty
  - Meeting customer business objectives
  
- **Selling Aruba Instant On**
  - Qualifying questions
  - Use cases
  - Customer examples
  - Seller benefits
  - Competition
  - Improved customer satisfaction

## Objectives

At the end of this course, learners will be able to:

- Describe the unique needs of customers in the small business market
- Describe the Aruba Instant On portfolio and how it meets the unique needs of small businesses
- Position the appropriate Aruba solutions for a particular Small business use case
- Describe the high-level competitive landscape and explain how Aruba Partners can win with the Aruba SMB portfolio

## How to register

<b>Course ID</b>	0001201357
<b>Course format, Typical duration</b>	WBT – Web Based, Self Paced, 45 minutes
<b>Skill level</b>	Foundational (FND)
<b>Delivery languages</b>	English
<b>Lab required</b>	No
<p><u><a href="#">Register for this course.</a></u>          Find this course offering in the Training calendar. Click "Register" to take the course in The Learning Center. Login and Password required.</p>	

Click on this link to register for this course: <https://certification-learning.hpe.com/tr/TrainingCalendar?excludePartners=false&CourseId=0001201357>

## For more information

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Information is as of October 2024, Revision 4