AVAYA CONNECT

Partner Onboarding

Getting Started - Technical Sales

Introduction:

This Getting Started playbook is for use by Partner Technical Sales or Sales Engineering associates to quickly become enabled to sell and design Avaya products and solutions in 7 easy steps. It should be used together with the formal Avaya Professional Sales Specialist Credential (APSS), Avaya Professional Design Specialist (APDS) and associated training (located on Avaya Learning (http://avaya-learning.com). The **Partner Onboarding – Getting Started -Technical Sales playbook** will review the sales tools, policies, processes and support resources available and how to access them. It can also serve as a reference tool that can be utilized throughout the sales cycle. The playbook consists of core getting started materials, a summary and certificate of completion.

Prerequisites:

1. **You must be online** (connected to the internet) to be able to access the materials in this Getting Started playbook.
2. Because this information is located behind the Avaya firewall, you will be prompted to enter your Secure Sign-On (SSO) Login ID when viewing content on the links in this document. If you have not done so already, create your Secure Sign-On (SSO) ID to get started by following the instructions below. (NOTE: If you have already created your SSO ID and downloaded this document from the Avaya Partner Portal, then you are all set to begin. You may find it helpful to use your default browser to log into the Avaya Partner Portal at https://avaya.com/partnerportal so the links work immediately and you are not prompted to enter your SSO ID as often.)

Click here to view a video on how to create your SSO login https://weconnect.avaya.com/e9x00286o

Create your SSO login now by clicking: https://sso.avaya.com
(Be sure to have your Company Link ID handy).

Once you have created your SSO login, contact the Avaya Connect Partner Helpdesk at 1-720-444-5800 or partnerhelp@avaya.com and request them to "Federate your SSO Login" making sure you specify the email address and Link ID that you used when creating the ID.

Step 1:
Getting Set Up In Avaya Systems (After SSO ID):

At the conclusion of this section - and after completing the required steps - you will be set up in Avaya systems (Avaya Learning, PRM and Partner Newsflash)

a. Avaya Learning is the Learning Management System (LMS) where the formal Avaya Professional Credential Program is located along with the course curriculums, content, credential testing and information. Click here https://weconnect.avaya.com/e9x00280o to view an overview of the Avaya Competency model, Avaya Learning and how to create a login.

   Click here to create Avaya Learning login http://avaya-learning.com

b. Partner Relationship Management (PRM) – click here https://weconnect.avaya.com/e9x00287o to view an overview of PRM and how to get a login and contact Partner Helpdesk to set you up.

c. Partner Newsflash – click here https://weconnect.avaya.com/e9x00288o to view a video overview of Partner Newsflash - Avaya's bi-weekly electronic newsletter.

   Click here to subscribe to Partner Newsflash. (Note: If your Company name does not yet appear in the Company drop down box, go to the Other field below it and type in your Company name .) https://secure.avaya-news.com/ats/show.aspx?cr=122&fm=23

Step 2:
How Do I With Engage Avaya?

At the conclusion of this section you will understand Avaya's Sales Engagement Principals, the various Avaya organizations that support Partner Sales and the Avaya Opportunity Registration Program (Deal Registration).

a. Avaya Connect Partner Helpdesk is available during business hours to help answer questions on the Avaya Connect Partner Program and assist with basic system access and processes. Simply explain to the agent what you are trying to accomplish and they can help you or get you in touch with the right resource to assist. To view an overview of the Avaya Connect Partner Help Desk click here https://weconnect.avaya.com/e9x00289o

   Contact: partnerhelp@avaya.com or 1-720-444-5800.

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b. Sales Engagement Principals provide guidelines for interaction and collaboration that focus partner efforts where they have the greatest chance of growth and success - click here to view the Sales Engagement Principles page on the Partner Portal; any updates will always appear on this page. https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?c=a3d30000000L8sOAAS&Id=a3j30000000LBzWAAW

Click here to download a copy of the Sales Engagement Principles. https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001z81HAAQ

c. Avaya Sales & Specialist Sales Teams – click here https://weconnect.avaya.com/e9x00295oa to view overview of how to engage with the Avaya Sale teams.

d. Avaya Deal/Opportunity Registration Program - click here https://weconnect.avaya.com/e9z00876o to view an overview of Avaya's Opportunity Registration program and how to perform Opportunity Registration in the PRM system.

Ready to Register a Deal? Login to the PRM portal by clicking the link below. (NOTE: you must have established your PRM login as detailed in Step 1.) https://www.avaya.com/prmportal

The Opportunity Registration information and Job Aids can be found on both the PRM Portal and the Partner Portal or click here to view the page. https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?c=a3d30000000L8rfAAC&Id=a3j30000000LBzvAAG

For details of all of the Avaya Connect Financial Benefits and to download a copy of the Summary Guide (which includes Deal Registration) click here to go to the Partner Portal. https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?c=a3d30000000L5jEAAS&Id=a3j30000000L7m5AAC

e. Avaya Technicenter (Avaya Design & Proposal Support) – click here https://weconnect.avaya.com/e9x00291o to view an overview and how to engage with the Avaya Technicenter.

Click here to register for Avaya Technicenter access. https://atac.avaya.com/BP_Reg.asp

f. Avaya Services – click here https://weconnect.avaya.com/e9x00296o to view overview of how to engage with Avaya Services.

g. Avaya Marketing - click here https://weconnect.avaya.com/e9x00297o to view overview of how to engage with Avaya Marketing.

h. Partner Portal – is the place to find all sales and marketing and program information you will need. There several ways to learn about how to use the Partner Portal effectively and efficiently – review the User Guide, view mp4 videos, and use the Partner Portal – we recommend all three.

The Partner Portal User Guide can be downloaded here https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zbInAAA

To view the Partner Portal Navigation video, download the mp4 file and open to view now, plus you can save for later reference as well https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zZBpAAM

Useful "How to" short videos on how to customize your "view" or navigate efficiently in the Partner Portal can be downloaded in mp4 format for viewing or saving for reference. Here are some key examples:

1. How to customize your home page view (download MP4) https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zZIRAA2

2. How to set content category filters (download MP4) https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zZEeAAM

3. How to find product A-Z information (mp4 download) https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zZHxAAM

4. How to navigate between Partner Portal and PRM Portal (mp4 download) https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001zZL6AAM

There are several more "How To" videos and the content is being updated continuously as we add functionality and content to the Partner Portal. Click here to view the page on the Partner Portal where these videos are posted (under HELP bottom left>How to Use the Partner Portal>Useful Tips). Be sure to scroll down https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?c=a3da0000000LH3WAAW&Id=a3j30000000LBpeAAG

To access the Partner Portal click here http://www.avaya.com/partnerportal (must have your SSO ID)

i. Avaya Tech Connect is a program of weekly knowledge transfer sessions (live "Ask the Expert" or on demand via podcast) that enables the Partner Technical community to compete with knowledge and confidence in today's marketplace. Click here to view the program details and schedule. https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?Id=a3ja0000000LNPBAA4

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j. Avaya Tech Connect newsletter – click below to subscribe to the bi-weekly newsletter for the Partner Technical community that announces the topics and schedule of the Avaya Tech Connect live, on-demand and archived knowledge transfer sessions.

Click here to subscribe https://secure.avaya-news.com/ats/show.aspx?cr=122&fm=648&mg=8345441&ri=7371&rk=uxghx&cn=14376

(Note: If your Company name does not yet appear in the Company drop down box, go to the Other field below it and type in your Company name. You must also check which product portfolio you would like to receive updates on in Part 3 of the registration page.)

Step 3:
How Do I Create A Design

At the conclusion of this section you will understand the benefits of engaging your Value Added Distributor in the solution design process along with the Avaya tools and resources available to support you.

Click here to view https://weconnect.avaya.com/e9x00293o

The Avaya eBusiness Tools pages on the Partner Portal (under Business Tools, Policies, & Processes) detail all of the Design/Quoting Tools available from Avaya. There is an explanation of which tool is for which solution and/or purpose and how to access.

Click here and begin with About the Tools, then How to Access & Login and review Global eBusiness Tools .
https://avaya.my.salesforce.com/apex/sp_GeneralDetailHome?Id=a3j30000000L3rpAAC
(Note: It is recommended that you download the eBusiness Tools Getting Started Guide and also review the Design Tool training schedule).

Click here to register to access Design Support from the Avaya Technicenter. https://atac.avaya.com/BP_Reg.asp

Click here to review the Avaya Technicenter pages on the Partner Portal. Be sure to review the Support provided by the Technicenter page. https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?c=a3d30000000LBAXAA4&Id=a3j30000000LEyNAAW

Step 4:
How To Create An Avaya Proposal:

At the conclusion of this section you will understand the proposal and Request For

Proposal (RFP) support and tools available to you and how to utilize them.

a. Avaya Proposal Suite is Avaya's proposal creation tool. Click here https://weconnect.avaya.com/e9x00283o to view an overview and how to gain access to the tool.

    To view and learn how to use the Proposal tool to create a proposal click here. https://weconnect.avaya.com/e9x00282o

    To view and learn how to "Search" the RFP/RFI data base click here https://weconnect.avaya.com/e9x00285o

    The Avaya Proposal Suite is one of the Global eBusiness Tools and you must register for access if you have not done so already. Go to the link below and fill out the registration page (have your Link ID handy), follow the instructions making sure you click the radio button to select Avaya Proposal Suite. https://avaya.com/UAE/

    To view the Proposal Suite page (under the eBusiness Tools) on the Partner Portal go to the link below and be sure to review the PC requirements. https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?Id=a3j30000000L6oVAAS

b. RFP support and the Avaya Techicenter – click here https://weconnect.avaya.com/e9x00291o to see the overview that was also covered in Step 2.

    Note: link to register for Techicenter access is found in Step 2: d. or click here. https://atac.avaya.com/BP_Reg.asp

Step 5:
How To Deliver An Avaya Demo:

At the conclusion of the section you will understand the Avaya Demo tools available to you and how to deliver a demo.

a. SME IP Office demo tools – urls:

    IP Office Sales Pitch (available for PC or iPad) - click here to download the scripted Powerpoint version. https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/069a0000002joRuAAI

    Click here to visit the Demos - Small Medium Enterprise page on the Partner Portal for more information. https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?Id=a3ja0000000LRQKAA4

Great Starter presentation with built in demos - Just Click
SME Sales Pitch: https://avaya.my.salesforce.com/apex/sp_
ViewDetailPage?c=a3da0000000LKkzAAG&Id=a3ja0000000LRQKAA4

Videos showing how to demo IP Office: https://avaya.my.salesforce.com/apex/
sp_ViewDetailPage?Id=a3ja0000000LMkNAAW

b. Mid Market demo tools – url:

SME Demo resources: https://avaya.my.salesforce.com/apex/sp_
GeneralDetailHome?Id=a3ja0000000LMjZAAW

c. Radvision Scopia demo tools – url:

All you need to know for Radvision Channel Enablement:
https://avaya.my.salesforce.com/apex/sp_
ViewDetailPage?c=a3da0000000LEKWAA4&Id=a3j30000000L7m5AAC

d. Data Networking demo tools – urls:

VENA networking infographic video document: http://www.avaya.com/usa/
campaign/venainfographic/

Networking for Bring Your Own Device (BYOD) video overview: http://www.
youtube.com/watch?v=_1xdabUMsNc

e. Contact Center demo tools – url:

Demo Avaya live demo capability: https://avaya.my.salesforce.com/apex/sp_
ViewDetailPage?Id=a3j30000000L6tkAAC

Avaya Solution Kit:
https://avaya.my.salesforce.com/apex/sp_
ViewDetailPage?c=a3da0000000LH74AAG&Id=a3ja0000000LNMvAAO

f. Avaya Aura and Messaging demo tools – url:

Demo Avaya live demo capability: https://avaya.my.salesforce.com/apex/sp_
ViewDetailPage?Id=a3j30000000L6tkAAC

Avaya Solution Kit:
https://avaya.my.salesforce.com/apex/sp_
ViewDetailPage?c=a3da0000000LH74AAG&Id=a3ja0000000LNMvAAO

Step 6:
How Do I Close A Deal?

At the conclusion of this section you will understand the additional tools available to help you close a deal including Customer References, Avaya Sales Pro App, the Avaya Briefing Centers and the Special Bids process.

a. Customer References are an excellent way to demonstrate that an Avaya solution can solve customer business problems and deliver value. Click here to view the Customer Reference page on the Partner Portal which contains customer reference videos, case studies, and the Customer Reference Gallery where you can look up or submit a customer reference by product/solution, vertical industry, and geography. https://avaya.my.salesforce.com/apex/sp_GeneralDetailHome?Id=a3ja0000000LMhTAAW

b. Sales Pro is Avaya's free Mobile App for smartphones that provides access to Product Specifications, White Papers and Brochures quickly and easily while in the field. The Sales Pro App is available for Apple® and Android® devices and is also available online from your browser. Click here to view the specifics of Sales Pro and how to access it from the Partner Portal. https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?Id=a3j30000000L7MaAAK

c. The Avaya Executive Briefing Centers are an excellent tool to assist you in closing a deal. To learn how the Avaya Executive Briefing Centers helped sales teams to success, click here to download a short video. https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/069300000020C8IAAU

To view Briefing Center locations and additional information click here to view the Briefing Center page on the Partner Portal. (Note that Partners must request briefing access via their Avaya Channel Account Manager or Territory Manager and the opportunity must be in the Avaya PRM system. Platinum level partners may book the Briefing Centers directly using Briefing Edge as a benefit of the Platinum level.) https://avaya.my.salesforce.com/apex/sp_GeneralDetailHome?Id=a3ja0000000LMgGAAW

d. Special Bids Process is a way to request non-standard pricing for a customer Opportunity if you are in a competitive situation. All requests for Special Bid are done in the Avaya PRM system via a Sale Support Request (SSR) and the Opportunity must be entered in the PRM system as a first step. Click here to view the most current Special Bids process on the Partner portal (be sure to scroll all the way to the bottom of the page. https://avaya.my.salesforce.com/apex/sp_ViewDetailPage?c=a3d30000000L4pZAAS&Id=a3j30000000L6pJAAS

Click here to download the Special Bids Job Aid which has the step by step review on how to perform a Special Bid request in PRM. https://avaya.my.salesforce.com/sfc/servlet.shepherd/document/download/06930000001yPcWAAU

Step 7:
Technical Sales Getting Started Summary & Certificate

This section tests the knowledge of the key core steps and upon completion, allows downloading of the Technical Sales Getting Started Completion Certificate.
Click here https://secure.avaya-news.com/ats/show.aspx?cr=122&fm=891 to begin.

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