

Dell EMC Test Drive™

Sales Battle Card

PROGRAM OVERVIEW

The Dell EMC Test Drive is a pipeline acceleration event designed to significantly simplify and shorten the sales cycle. It's a one-day session with a hands-on lab for prospects who are evaluating hyper-converged, storage, data protection, or related products. It can take place at a Dell EMC site, a partner's or prospect's office—just about anywhere in the world. The goal is to instill confidence in the product, in making the right decision and in value of the investment.

PARTNER BENEFITS



Potential to Shorten the Sales Cycle

The Test Drive is designed to significantly compress the pre-sales phase, with an expert-led technical session that addresses practical concerns and questions.



Potential to Increase Sales Closure Rate

Getting a prospect in the Test Drive seat gives you an opportunity to close more deals.



Opportunity for Higher-Value Deals

The experience is designed to build familiarity and confidence in the solution while setting the stage for bigger deals.



Potential to Lower the Cost of Sale

Test Drives are designed to help reduce the time and resources needed to close a typical opportunity by simplifying and shortening the sales cycle.



Build Customer Confidence in the Solution

As its name suggests, the Test Drive is a hands-on experience. Technical decision makers get the opportunity to evaluate the technology, guided by trusted experts, in one immersive session that goes a long way toward validating the choice.

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TALKING POINTS

Get in the Driver's Seat

Experience a hands-on Test Drive of the technology, guided by trusted third-party experts, to thoroughly evaluate the solution.

Build Confidence in Your Choice

Build familiarity with the platform and confidence in your potential investment.

Take a Deep Dive

This is a one-day, immersive session designed for architects, engineers, and end users.

Experience It at Your Convenience

Test Drives are available across the globe and in 10 languages. They can take place at a Dell EMC site, or the office of a partner or prospect.

TARGET PROSPECTS



Organizations

Any potential prospects that are seriously evaluating Dell EMC Enterprise solutions and nearing a decision and deployment.



Personas

Technical decision makers and influencers, senior architects, engineers or any roles responsible for developing data center solutions that span compute, network, and storage.

TEST DRIVE ATTENDEE PREREQUISITES

In order to maximize your investment, ensure the following criteria are met.



Must be an end user (2 end-users from 8 unique companies).



Must be a technical decision maker or technical influencer from a customer account.



Must already be familiar with the technology and the fundamental benefits it provides.