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## Pre-sales for IT Professionals Training Course

### Description

This five-days course provides practical guidance and hands-on-experience to enable you to build your career in IT field as a Pre-sales engineer. It covers more details about how to offer a technical and financial proposal and how to be a Pre-sales consultant.

### Course Objectives

Equip IT professionals with the technical, business, and communication skills required to design solutions, influence customers, and win deals in complex B2B environments.

### Intended Audience

- Technical support engineers looking for new career as a Presales Engineers.
- Fresh graduated looking for a job in IT field .
- New employees in IT company looking for experience in Pre-sales field.
- Presales engineers looking for Professional Pre-sales training.

### Prerequisites

Having knowledge about IT field and Computer System is preferable.

### Duration

- 5 full days classroom training, or
- 10 online training sessions x 2 hours each

# Course Outline

## Day 1:

### Introduction

- IT Industry Landscape: Industry classification Systems- Companies' categories - Supply Chain roles.
- IT key roles (Sales and business development)
- What is the Presale function?
- The Pre-Sales Professional: Core Qualifications - Roles & Responsibilities- Career Path.
- Pre-Sales Excellence: Modern Toolkit – KPIs- Challenges - Success Factors)
- Specialty of Presales
- Workshop

### Network infrastructure/ System Integrator Presales

- Definition & Role Core
- Scope of Work: Supply & Solutions
- Stages of the Presales Process
- Tools & Techniques
- Discussion case

## Day 2

### Pre-Sales Mindset and Mastering Discovery

- The pre-Sales core philosophy
- First Meeting / call evaluation and reaction.
- Post- first Meeting Technical Validation steps.
  - Step#1: Internal Review
  - Step#2: Customer Validation
  - Step#3: Technical Workshop
  - Step#4: Site Survey / Technical Assessment

### IT Computer Network

- Active vs. Passive equipment.
- Market Landscape: top brands.
- Vendor Selection & Market Positioning.
- Workshop: Presales Dialogue between CTO & SE
- Drawing & Simulation (Testing) Tools.
- HLD Vs LLD Design and Key Considerations

## Day 3

### Hardware Presales:

- End-User Devices and Peripherals
- Server Types and Storage Devices
- Data equipment and Tiers.
- Cloud Strategy Blueprint.
- Cloud service Types and Responsibilities.
- Big Three and selection criteria.
- Cloud Region Vs Zone Vs Site
- Cloud Migration Discovery Checklist.
- Hybrid cloud and decision matrix.
- Case Study workshop

### Software Presales

- Software Classification
- Business Models
- Solutions Matrix
- Presales Lifecycle
- Discovery, Assess, Compare
- Select, Explain, propose
- Compute and OS licensing strategy (Microsoft & Linux)
- Apps. And Solutions

## Day 4:

### Design a Proposal

- Common Presales Documents
- What is RFP?
- Important Points in an RFP & What to Consider?
- Proposal Structure
- Executive Summary & Solution Description
- Bill of Materials (BOM) Best Practices
- The Profit & Loss (P&L) Sheet Tool
- AI Tools for Presales Efficiency
- Top 10 Proposal Mistakes That Kill Deals
- RFP: Seller vs. Buyer Perspectives.

### IT Commercial & Contractual Lifecycle

- Tender, RFP vs. Tender, SLA, MOU
- The Big Three Agreements (PO, Contract, MOU)
- Review Qs and workshops

## Day 5

### System Integration Proposal

- RFP Tips
- RFP Qualification
- RFP Response examples
- How to write /design a proposal for a different type of proposal
- Discussion of cases and situations
- AI tools practices (SLA, RFP)

### Ai practices (Tender, Discovery session, RFP)

- AI practice: Discovery Call
- AI practice: Discovery checklist
- AI practice (Tender, RFP)
- Proposal Evaluation.
- Proposal Evaluation Practice.
- Risk assessment Introduction.
- Risk assessment practices.
- Audio dialogue (Discovery session Tips)
- Open Discussion

## Fees

Price per attendee is **EGP 5,000** (for Egyptians) / **USD 250** (for non-Egyptians) to be paid in advance.

Contact us to register: <http://www.cloudesk.site/contact.htm>