

CORTEX XSOAR

Sales Enablement Kit



Unifies security orchestration and automation, case management, real-time collaboration and threat intel management to serve security teams across the incident lifecycle.



LEVELUP: CORTEX XSOAR - 45 MINUTES

Self-paced eLearning, which is the same product training that Palo Alto Networks employees complete

UPON SUCCESSFUL COMPLETION OF THIS MODULE, YOU WILL BE ABLE TO:

- Describe what Cortex XSOAR is
- Explain features and benefits
- Identify the right customer persona
- Understand the competition

RECOMMENDED PRE-WORK



SALES SPRINT VIDEO - 2 MINUTES

Two minute video providing a sales product overview - great place to start your product sales learning journey



WHITEBOARD VIDEO - 12 MINUTES

Dynamic product overview to help the learner get a better understanding about the product and problems it solves



TRAIN-THE-TRAINER VIDEO - 27 MINUTES

Video training of the overview deck - will not only deepen the learner's product knowledge, but also how to present the deck to others

TRAINING ASSETS



RESOURCE GUIDE

Product sales battlecard that will include links to other assets and trainings the learner may find beneficial in their learning journey



OVERVIEW DECK

Product sales training deck that provides a walkthrough of the customer challenges, competitive landscape and sales positioning



TRANSLATION ASSET GUIDE

Resource Guides and Overview Decks that have been translated into eleven different languages