

# REGISTER NOW!



## PARTNER ONBOARDING CLASS



### Where and when?

Jaz Hotel (near EMEA HQ)  
De Passage 90, 1101 AX Amsterdam

Tue 4<sup>th</sup> – Thu 6<sup>th</sup> Sep 2018  
Tue 4<sup>th</sup> – Thu 6<sup>th</sup> Dec 2018

### Daily schedule

12:00 – 17:00 Tuesday  
09:30 – 17:00 Wednesday  
09:30 – 12:00 Thursday

### Travel

Book your [hotel](#) quoting ref CINX4A

[Register now](#)

[Contact us](#)

### New to Palo Alto Networks?

Join us at EMEA POBC, and get ready to engage with your customers! Share in the unique spirit of Palo Alto Networks and learn the best way to position and sell our products:

- Sell the whole Palo Alto Networks platform
- Increase attach rates
- Minimize discounting
- Sell bigger deals

### POBC networking

And that's not all: salespeople from both our partners and Palo Alto Networks are invited – so this is also a great opportunity to network with salespeople from across EMEA.

### You must register!

Places are limited and available on a first come, first served basis. Please don't attend POBC without registering. Once registered, save the date in your calendar and make your travel arrangements if required.

### A five star experience

Previous attendees gave POBC an average rating of 94%:

"I liked that we had to reflect our learning to suit our own real life cases"

"Now, I can immediately start talking about the platform as a whole"

"I enjoyed the refreshing format, interactivity, content and delivery style"

### Next generation sales enablement

POBC is engaging, innovative and pragmatic. Learn by practice and experimentation in real world situations. Work through the key sales cycle 'moments of truth' on real customer opportunities!

POBC runs over three days, starting at midday on the first day and ending at midday on the third day. This allows for easy travel and ensures you don't miss anything due to clashing flights. We'll send you a calendar invite with full venue details after you register.

### Pre work

Complete the pre-requisite [Accredited Sales Expert \(ASE\)](#) training before attending POBC.

### Why POBC?

Not everyone in EMEA can attend the Sales Onboarding Camp (SOBC) at our head office in Santa Clara. We offer EMEA POBC as an alternative way to onboard EMEA partner salespeople who are new to Palo Alto Networks.

Dates may be subject to change. This is not a technical training or partner certification event. This event will be delivered in English with local language support. Design by [Lando Mennink](#).

Another great learning experience from the  
Palo Alto Networks Sales Enablement Team.



SALES ENABLED