

Training Track: Identify and Drive Opportunities

Category: Market x Value

Learning Goals:

- Identify opportunities to position Celonis based on your unique Celonis value proposition.
- Generate leads according to most promising opportunities.
- Outline a campaign along the customer journey to generate leads.
- Convert leads into opportunities by holding successful first conversations with customers.
- Identify the best proof project methodology for the opportunity and initiate this project.
- Register and track opportunities in the Partner Portal.

[Start Now](#)

Recommended Skills

Business ●●●●●

Analytical ●●○○○

Technical ○○○○○

Duration

Track | Exam

~1.75 hours | 45 mins

Typical Roles

- Functional Consultant, Process Analyst, Process Mining Consultant
- Celonis Expert/Celonis Relationship Owner/CoE Lead, Account Manager

Celonis Service

- Celonis Value Calculator