

Launchpad Training Program

Assessment - EAE

The following is a list of questions that new hires will need to answer during their onboarding. As a final assessment, we can ask any question from this list. Pretend a customer is asking you the following questions. Please be ready to answer them to the best of your ability and as comprehensively as possible.

Your answers will be graded based on the following criteria:

6 or less - This is a bad answer and would cause problems

7 - Needs work, but it doesn't necessarily cause problems

8 - Meets expectations

9 - Exceeds expectations

10 - This should be used as an example to others of perfection

Product Assessment Questions

Explain the difference between Professional, Enterprise, and Elite? What are our SLA's for each?

How does a customer request support?

What's the minimum annual spend for Enterprise and Elite?

Explain the difference between grid and dedicated architecture? What are the SLA's for each?

What is the difference between a L and XL?

What is the difference between a XL and G-XL?

What is the difference between a D-12 and an M-12?

Why does onboarding a G-XL cost more than an XL?

What plans come with a standard WAF?

What is the difference between the standard WAF, extended WAF, and custom WAF?

Who do we use for CDN? What plans come with the CDN as a standard offering?

What is FIO? What does it do?

What elements comprise the observability suite?

How much storage comes standard with grid projects?

How much storage comes standard with dedicated projects?

How do you calculate additional storage?

What's an easy way to know if an opportunity is a good fit for white label?

What are the minimum requirements to sell HIPAA?

What is Fleet? What is FleetOps?

What does APM stand for? What does it do?

What languages are supported on Blackfire?

What frameworks are supported on Blackfire?

What professional services do we sell?

What's the average cost for a GXL plan with onboarding?

What's the average cost for a GXL HIPAA plan with onboarding?

What two services do we use for SSO?

Can customers bring their own TLS certs?

How do we price our solution compared to our competitors?

What is one of the primary ways we secure our containers?

What standard git repositories integrate with Platform.sh?

What major clouds are Platform.sh built on?

Can we put Platform.sh on a customer's cloud account or private cloud?

Can you do horizontal scaling with Platform.sh?

Can you do multiple AZ's with Platform.sh?

Can you do multiple Regions with Platform.sh?

What does auto-scaling look like at Platform.sh?

How do we handle scheduled upsizes?

What is FRF and when do we use it?

What does onboarding look like for new customers?

What are the key differences between us and Acquia?

What are the key differences between us and Pantheon?

What are the key differences between us and AWS, Azure, and GCP?

Are there any differences for onboarding an Agency?

Technology Assessment Questions

Explain the following terms at a high level.

Languages	CMS (name the main two we support)
Frameworks	Container
Runtimes	Database
DevOps	DDoS
CI/CD	Decoupled/Headless
GIT	DNS
Bandwidth	Drupal and Drupal Multi-site
CDN	Wordpress and Wordpress Multi-site
API	Magento
CLI	Symphony
Composer	Laravel

What is the difference between IaaS, PaaS, and SaaS?

Process Assessment Questions

Messaging, Sales Cycle, Sales Methodology, Salesforce, Sales Tools, Industries, Personas, Partner Program and Alliances

According to our 2022 messaging, what are the three main challenges our customers face?

According to our 2022 messaging, what are the three main benefits Platform.sh provides?

What are the three main personas that we typically sell too? What does each persona care about? What does each persona do?

In what ways does Platform.sh improve a business that are NOT technical?

What are the six steps of the sales cycle for new logo opportunities? Please describe the primary goal of each step.

When should you involve a Solutions Architect on a call?

How much of a discount are you allowed to give off an opp without getting approval? What if it is an agency? Does this apply to add-ons and non-recurring fees? What if you increase the list price already before showing it to the customer?

What payment terms are you allowed to use without getting approval?

What length of contracts do we offer?

Do we offer contracts on a professional tier project?

How often should you update your Next Steps in Salesforce?

Explain MEDDPICC.

What is the difference between Metrics and Decision Criteria?

What is the difference between the Champion and Economic Buyer?

What is the difference between the Decision Process and Paper Process?

Give us four questions you would want to ask during the discovery phase?

Give us four questions you would want to ask during the technical discovery phase?

Give us four questions you would want to ask during the proposal phase?

What are the primary tools we use to find information on new prospects?

What is the primary tool we use to discover a customer's buying intent?

What is the primary tool we use to guide our communications with prospects?

What is the primary tool we use to keep track of all interactions with prospects and customers?

Walk us through how you convert a lead to an opportunity?

When would you convert a lead to an opportunity?

Show us how you add products to an opportunity?

What steps do you take after you Close Won an opp?

What is the difference between recurring, non-recurring, reserve, and other products?

What is the minimum ARR an opp needs to be before we will consider redlines?

What is the minimum ARR an opp needs to be before we can sell them Enterprise?

What are the three primary industries we work with? Name some pain points they have and the values we bring for each.

If a customer is asking for our security documents, what would you do?

What is the easiest way to determine if an opportunity is potentially an Alliance opportunity?

When should you bring in a Partner Account Manager?

What should you do if the client you are speaking with doesn't have any developers?

People Assessment Questions

Organization, Values, Roles, Key Stakeholders

Tell us the story of how Platform.sh started and got to where it is today.

What is the vision and mission of Platform.sh?

What are our values as a company? How does this translate into value for our clients?

Please explain the following people's responsibilities in relation to your role?

BDR

Enterprise Account Executive

Solutions Architect

Customer Success Manager

Technical Account Manager

Partner Account Manager

Sales Manager

Director of Sales

VP of Sales

Senior VP of Sales

Who would you go to if you needed approval for a discount on an opportunity?

Who would you go to if you needed approval for special terms on an opportunity? What slack channel would you use?

Who would go to if you needed legal language changed in a contract? What slack channel would you use?

Who should you reach out to if the customer you are working with is an agency?

Name three Slack channels that you can post your questions related to sales.

Where is the primary location you can go to find information about the sales process?

Where can you find collateral that is approved to send to your customer?

Where can you find how leads and opportunities are assigned?

Where can you find information if you need to split the bookings on an opportunity?

Where can you find how long you can sell to a closed won customer?

Where can you find what data centers we are located in?

What does a developer do?

What is a front end developer?

What is a back end developer?

What is a full stack developer?