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Our Sales Messaging program has helped sales professionals successfully engage with higher-level audiences and discover new opportunities to highlight how we solve customers' business problems.

David Somers

Director, Global Sales Enablement and Development Programs

8,900+

learning bundles consumed



Challenge

Red Hat needed to **develop new sales messaging** that better reflected the diverse portfolio of its offerings and train the sales team in a consistent way to embrace it.



Solution

Leveraging **SiriusDecisions research and best practices around continuous learning**, Red Hat developed new messaging and learning bundles that were reinforced with video coaching.



Result

More than **1,200 sales professionals were certified on the new messaging**, and a full program was rolled out to the global sales organization. Top-performing reps noticed buyers were **“more engaged, inquisitive and reflective”** with the new messaging.