



Sales training



Cisco Foundation track: Growing the collaboration pipeline

Introduction

This intensive 1-day workshop gets partner Account Managers up to speed quickly in order to focus efforts on the right opportunities, build the sales pipeline and draw on the right resources to win. Specifically it focuses on key sales messages and approaches to understand the Cisco proposition and how to find and develop opportunities for collaboration. It emphasises the importance of understanding business needs and moving from a product or technology-led sale to a solution or business-led sale.

Objectives

You will be introduced to a business rather than product or price-led approach to selling collaboration. By the end of the workshop, you will be able to:

- Keep it simple - focus on proven quick wins with example business drivers and case studies to demonstrate the business benefit
- Use simple 'cheatsheets' to extend your knowledge and comfort zone and follow the actions to upsell and cross-sell to the customer
- Develop confidence and competence in the Cisco architectural concept, how it creates building blocks for a customer and why it is relevant to a business – in non-technical terms
- Articulate the business value of collaboration in terms of operational efficiency, business effectiveness and strategic business transformation and identify key business drivers for each level
- Move up the decision making chain: articulate the right messages to the right people
- Apply the approach directly to live accounts.

Key topics

- Today's business and technology drivers for collaboration
- The Cisco collaboration architecture and portfolio and why it's relevant to business
- Quick wins: finding common opportunities for Cisco collaboration: what to look for in your accounts
- Aligning collaboration with key business needs and how to articulate the message
- Developing CIO relationships and building bridges to business CxOs
- Applying learning to live accounts
- Review & Close

Audience

This workshop is designed for Account Managers who align with one or more of the following criteria:

- Limited Cisco and/or collaboration experience (e.g. <2 years) and/or
- Other Cisco / IT experience but new to sales role and/or
- Former Tandberg or other 'specialist' partner with strong skills sets in specific areas but limited exposure to and confidence in positioning the full portfolio.

If you have more experience than this have a look at the Core or Advanced workshops.

Why choose a 5i collaboration sales workshop?

- We specialise in business-focused sales training - selling collaboration for business benefit
- 10 year track-record in EMEAR partner sales development with demonstrable business results
- Proven collaboration sales methodologies and frameworks that Account Managers can immediately apply to their accounts
- No 'Death by PowerPoint' - highly interactive, intensive and practical delivery which changes behaviours and confidence in the real world
- Everyone leaves with a personal and account action plan