

## Cisco Unified Communications **ASPIRE!**™ Workshop



### Course Description

This two-day workshop is designed to empower sales teams who want to understand how to more effectively create demand for the business value of Unified Communications with an executive-level audience outside of the IT organization. The workshop utilizes a lively combination of dynamic lectures, interactive role playing, and vertical market-specific case studies to illustrate proven best practices in the positioning and selling of Business Communications Solutions. The primary objective of the workshop is for participants to learn how to differentiate Cisco Unified Communications offerings not just by “what” they are selling, but, more importantly, by “how” they sell it.



### Main Learning Objectives

- Understand Critical Success Factors in executive-level demand creation
- Gain awareness of market dynamics that are requiring a fundamental shift in selling strategies
- Develop consultative selling strategies, messaging, and skills needed for success in complex systems and solutions sales
- Identify core capabilities in the Cisco Unified Communications portfolio that have the greatest potential to drive innovation and improvement in key customer business processes
- Demonstrate ability to create linkages between a customer’s critical business goals and specific Unified Communications capabilities
- Create competency in the application of Unified Communications through specific vertical markets
- Understand how to effectively counter competitive strategies that will be used against Cisco and create customer bias for the unique advantages that are inherent in the Cisco product portfolio.
- Demonstrate best practices approach to presenting specific business value of a Unified Communications solution to executives



### Who should Attend

Cisco and Channel Partner Account Managers, Product Sales Specialists, Systems Engineers, Channel Account Managers, Sales Management, and Field Marketing personnel.



### Course Length

Two full days, each requiring nine hours (e.g., 8:30 AM to 5:30 PM)



### Course Prerequisites

Fundamental understanding of the Cisco Unified Communications product portfolio and its capabilities. Pre-workshop reading assignments include:

- “In Enterprise Sales, Keep the Damn Product Behind Your Back”, Phillip Lay
- “Consultative Selling Strategies”, Mike Bosworth, Selling Power Magazine