

CustomerCentric Selling® for Cisco Sales Professionals



Course Description

This workshop provides a proven framework for driving consultative sales success. It is designed for Cisco and Channel Partner Account Managers, Product Sales Specialists, Systems Engineers, Sales Management, and Corporate/Field Marketing personnel. Course participants engage in a rich combination of classroom lecture, in-class skills development exercises, evening case study assignments, and challenging “real world” role-playing exercises that leverage specially customized “Sales Ready Messaging®” specific to Cisco’s Unified Communications portfolio. The workshop culminates on the final day with a comprehensive, team-based, case study exercise that includes simulated contract negotiations..



Main Learning Objectives

- Develop the ability to effectively go beyond the traditional approach of selling technical products to technical buyers
- Understand how to create demand for compelling business communications applications and infrastructure with line-of-business executives outside of the IT organization
- Learn what to do and say at each step in the sales cycle with consistent and relevant messaging
- Develop a uniform approach that utilizes the same language, messaging, and strategies throughout the selling process which will enable everybody in the organization to work together more effectively as a team



Who should Attend

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



Course Length

Three and one half days. The first three days each require a full nine hours (e.g., 8:30 AM to 5:30 PM). Day Four requires four hours (e.g. 8:30 AM to 12:30 PM).



Course Prerequisites

There are no course prerequisites. However, previous participation in a Cisco Unified Communications *ASPIRE!*™ Workshop is highly recommended to provide a solid foundation for the concepts being introduced in this workshop.