

Selling the Value of the Cisco Smart Business Communications System



Course Description

This workshop focuses on providing inside sales teams with the foundational product knowledge, product usage knowledge, Sales Ready Messaging[®], and consultative selling skills needed to successfully position and sell the added value of the Cisco Smart Business Communications System (SBCS). The course teaches participants how to differentiate the SBCS not just by “what” they are selling but also by “how” they sell it. Participants will be taught to help prospects visualize how they will be able to use the SBCS to achieve their desired business communications objectives.

The two-day workshop is designed primarily for Cisco and Channel Partner inside salespeople and their managers. They will engage in a rich combination of classroom lecture, hands-on product experience, in-class skills development exercises, and challenging “real world” role-playing.



Main Learning Objectives

- Instill a foundational level of knowledge of the SBCS and its value-added capabilities
- Learn how to properly evaluate the customer’s business communications and networking needs
- Create a linkage between a customer’s needs and the business communications capabilities needed to meet those needs and then provide evidence of how the SBCS delivers those essential capabilities
- Demonstrate what to do and say at each step in the sales call with consistent and relevant messaging
- Develop a uniform approach that utilizes the same language, messaging, and strategies throughout the sales call which will enable everybody in the organization to work together more effectively as a team



Who should Attend

Cisco and Channel Partner inside salespeople and their managers



Course Length

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



Course Prerequisites

Participants must complete an eLearning module designed to educate workshop participants on the SBCS portfolio and its capabilities. For Cisco employees, the QuickStart for Cisco Unified Communications eLearning module is highly recommended.