

Demystifying the Contact Center Sale



Course Description

This workshop is designed to provide a foundational level of knowledge, strategies, messaging, and skills required for success in selling into the Contact Center market. The target audience is Cisco/Channel Partner Account Managers and Systems Engineers who want to gain an understanding of the Contact Center environment past and present. Participants will learn about the genesis of the first Call Centers and how evolving customer business requirements are driving changes in today's Customer Interaction environments. This one-day workshop utilizes a lively combination of interactive role-playing, dynamic lecture, case study examples and relevant group discussions designed to provide participants with the confidence and competencies required in this critical market.



Main Learning Objectives

- Develop an understanding of the modern Contact Center environment
- Demonstrate knowledge of the Cisco Customer Contact Business Unit's product portfolio
- Understand how to identify existing Contact Center opportunities
- Demonstrate an understanding of the critical steps to success in a Customer Interaction sale, including the importance of the discovery process
- Practice role-playing of the needs analysis and the discovery process
- Review competitive positioning and strategies
- Demonstrate ability to adequately differentiate Cisco's Customer Contact offerings



Who should Attend

Cisco/Channel Partner Account Managers and Systems Engineers.



Course Length

One full day, which requires nine hours from start to finish (e.g., 8:30 AM to 5:30 PM)



Course Prerequisites

One-hour Cisco Checkmate Training Video on Demand Module