

## Selling the Value of the Cisco Customer Interaction Experience



### Course Description

This workshop is designed for Cisco and Channel Partner Account Managers, Product Sales Specialists, and Systems Engineers who are ready to take their knowledge of how to sell into the Customer Interaction marketplace to the next level. This highly interactive workshop focuses on high-end Customer Interaction opportunities with particular focus on creating demand in this market. Advanced topics discussed include multimodal interactions, speech-enabled self-service, and enterprise-wide intelligent routing.

This workshop incorporates dynamic instruction and interactivity including role-playing, lectures, and case study examples to illustrate proven best practices for the successful positioning of Cisco's next-generation architectures, strategies, and experiences.



### Main Learning Objectives

- Discussion of current market dynamics and advanced Customer Interactions trends
- Understanding of Critical Success Factors in executive-level demand creation
- Confirm an understanding of the complete Cisco Customer Contact Business Unit product portfolio
- Demonstrate competencies in demand creation for advanced Customer Interaction opportunities
- Explain how to differentiate Cisco's Customer Interaction strategies, offerings, and capabilities
- Identify key competitors, their current offerings, and strategies and articulate the strategies to be leveraged against them
- Demonstrate the ability to understand a customer's critical business issues related to Customer Interaction and create linkages to the capabilities inherent within the Cisco product portfolio



### Who should Attend

Cisco and Channel Partner Account Managers, Product Sales Specialists, and Systems Engineers.



### Course Length

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



### Course Prerequisites

A basic understanding of the Contact Center environment or previous participation in the one-day "Demystifying the Contact Center Sale" Workshop