

Outsell the Competition in Unified Communications



Course Description

This one day workshop is specifically targeted at helping sales teams understand how to effectively counter Microsoft's attempts at freezing customer decisions around Unified Communications. Because most customers have made a substantial investment in both Microsoft and Cisco, workshop participants will learn how to position the collaborative aspects of the interoperability between Microsoft and Cisco products. In addition, participants will understand how to minimize the Microsoft Unified Communications footprint in an account. Most importantly, they will understand how to close more opportunities by learning how to build a truly compelling business case for the value that Cisco Unified Communications capabilities can provide to a customer today. The impact of the Microsoft/Nortel relationship and the Innovative Communications Alliance will be discussed and put in to perspective.



Main Learning Objectives

- Baseline understanding of Microsoft's current Unified Communications offerings, and their near-term product roadmap, and overall vision and messaging to the marketplace
- Illustrate what Microsoft offerings can and cannot provide today and contrast those products with corresponding Cisco offerings
- Articulate a competitive strategy that focuses on avoiding direct, head-to-head product comparisons that typically only serve to validate and empower a competitor
- Describe the interoperability roadmap between Cisco and Microsoft offerings and outline how that interoperability delivers compelling customer value
- Focus on understanding how to out-position and out-execute Microsoft by developing a clear understanding of the customer's key goals, challenges and needs and illustrating how Cisco offerings meet those mission-critical requirements today
- Leverage ad-hoc role playing and case studies to develop the appropriate competitive strategies, messaging and selling behaviors needed for success



Who should Attend

Cisco Account Managers, Product Sales Specialists, System Engineers, Sales Management, and Field Marketing personnel



Course Length

One full day requiring nine hours (e.g., 8:30 AM to 5:30 PM)



Course Prerequisites

Completion of the Microsoft segment of the QuickStart for Cisco Unified Communications eLearning module.