

## Sales Ready Messaging® for Cisco Marketing Professionals



### Course Description

The purpose of this workshop is to enable Cisco and Channel Partner marketing and business development teams to produce sales messaging materials designed to facilitate meaningful dialogues that result in increased sales success with line-of-business decision makers. Through this hands-on workshop, participants learn how to develop Sales Ready Messaging® that more effectively supports each step in the sales process.

Sales Ready Messaging® is a systematic approach for creating sales tools that equip salespeople with a proactive structure to lead conversations based on relevant business issues, rather than reactively responding to a potential customer's questions about the product. The foundation of a meaningful dialog between a seller and a prospect should focus on how the customer would use Cisco/Channel Partner offerings to solve a problem, satisfy a need, or achieve a goal.

Workshop participants will learn the purpose of the various sales messaging tools and how, when, where, and with whom each of those tools will be utilized. The overall objective of the workshop is to transfer the skill of developing Sales Ready Messaging® to members of the marketing and business development teams so that they can use these skills in every element associated with marketing collateral, including: web sites, white papers, product descriptions, case studies, reference stories, emails, newsletters, prospecting letters, and telesales.

Participants will apply their learning in skills development practice sessions involving role-plays and new tool development exercises, including the redesign of some existing collateral.



### Main Learning Objectives

- Develop a fundamental understanding of the more consultative, customer-centric approach to selling that Sales Ready Messaging® is designed to support.
- Clearly differentiate between messaging that is customer-centric versus messaging that is product-centric or technology-centric.
- Learn the various Sales Ready Messaging® tools that are available and identify the appropriate usage scenarios in a consultative, customer-centric sales process.
- Demonstrate proficiency in the development of Sales Ready Messaging® tools specific to Cisco or Channel Partner offerings.
- Show an ability to take messaging that is product or technology-centric and rewrite it so that it becomes more customer-centric.



### Who should Attend

Marketing and business development personnel within Cisco or the Channel Partner community who are responsible for producing sales collateral, new product introductions, competitive positioning, and other forms of sales messaging.



### Course Length

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



### Course Prerequisites

Although participation in the "CustomerCentric Selling® for Cisco Sales Professionals" workshop is highly recommended; there are no mandatory course prerequisites for this workshop.