
SELLING BUSINESS OUTCOMES (OUTCOMES)

Temario

This course provides an introduction to Selling Business Outcomes. It is intended for individuals who are involved in the role of a partner account manager and are responsible for selling Cisco technology solutions to customers. The intent of the course is to provide individuals with the core knowledge and skills needed to understand the customer business context, define technology solutions that are aligned with business requirements and ultimately drive specific business outcomes and business value

Throughout this course individuals will have the opportunity to apply what they learn to real-life business scenarios through guided exercises and challenge questions at the end of each lesson. Where applicable, course content is presented in the context of actual business outcomes sales scenarios. Ancillary materials are provided to enable individuals to successfully define technology solutions that drive business outcomes in their everyday job role.

Pre-requisitos

Attendees should meet the following prerequisites:

- Understand the Basics of selling
- Have a Fundamental knowledge of technology solutions
- Have a high degree of interaction with business stakeholders

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Channel Partner Account Managers responsible for selling Cisco technology solutions. Partners looking for Channel Partner Accreditation.

Objetivos del curso

After you complete this course you will be able to:

- Explain the tenets, principles and approach to business outcomes sales
- Articulate the customer environment for purchasing and adopting technology solutions
- Describe opportunities for sales revenue and customer impact across industry verticals
- Discuss critical success factors and key performance indicators for business outcomes sales
- Identify key customer decision makers, influencers, and expectations
- Explain the financial drivers that impact business outcomes sales
- Prepare a customer focused action plan and business outcomes story

Contenido del curso

The Business Outcomes Sales Approach

- The Business Outcomes Sales Approach
- The Cisco Approach to Business Outcomes Sales
- The Business Outcomes Sales Role

Aligning Business Outcomes to the Customer Business Context

- The Customer Value Proposition and Value Chain
- Critical Success Factors (CSFs), Key Performance Indicators (KPIs), and Success Metrics in Business Outcomes Sales
- Customer Business Requirements and Business Outcomes Sales
- Articulating the Customer Business Context

Cisco Service Solutions Across Industry Verticals

- Overview of Industry Verticals
- Cisco Scenario Examples for Industry Verticals

Business Outcomes and Opportunities from Emerging Technology

- Current and Emerging Technology Trends
- Business Outcomes Opportunities from Emerging Technology and Services

Customer Decision Makers, Influencers, and Expectations

- Stakeholder Management
- Customer Relationship Management
- Communication and Negotiation

Determining the Financial Value of Business Outcomes Sales

- Financial Considerations for Business Outcomes Sales
- Licensing and Consumption Considerations
- Financial Value and Benefits of Business Outcomes Sales

Communicating the Business Outcomes Story to the Customer

- Cisco Enablement Resources
- Presenting the Business Outcomes Story