



● SALES &
MARKETING
GLOBAL

Discovering Customer IB Potential
Two Day Instructor led Professional Workshop




cisco

Learning
Business
Partner

www.salesandmarketingglobal.com

Who should attend?

- All business partners involved in the sales process.
- Sales, Marketing, and Systems Engineering resources who want to shorten their learning curve and increase productivity by understanding customer IB better.
- Experienced professionals who want to increase their productivity by applying Network Assessment tactically and strategically.

Prerequisites:

- Review the Smart Advisor overview at www.cisco.com
- Complete the network assessment web site tour
- Bring account information for Sales Opportunities to be used throughout the program

Learning Objectives:

- As sales related person you will learn how proposals based on actual data drive greater demand for product refresh and services pull through.
- You will learn how Cisco Smart Advisor uses customer network discovery data to analyze the network's health, end-of-life (EOL) state, as well as operational efficiency, video and IPv6 readiness, security vulnerabilities, and other important information.
- Understand Lifecycle and Alert Service report: Includes end of sale, last day of support, potential migration path, security (PSIRT) and Field Notice reports.
- Understand Service Coverage report: Discovers all devices on the network, opening up opportunities to renew expired service contracts for eligible Cisco hardware and software.
- Understand Capability Assessment reports: Includes Cloud Intelligent Network, IPv6 Profile, Medianet Profile; Cisco EnergyWise™ Profile, and Cisco Catalyst 6500 Series migration recommendation.
- Understand Multivendor Device Inventory: Delivers a summary of devices that are not Cisco running on the customer's network, providing potentials
- sales opportunities.
- Understand Network Assessment Profile: Provides a customized, ready-to-use Executive Summary Microsoft PowerPoint presentation of findings.
- Understand Cost optimization service: Identifies opportunities for cost optimization in the areas of installed base, architecture, and operational practices.
- Understand Opportunity notification: Alerts you to new product refresh or service renewal opportunities resulting from service coverage expirations.

Learning Objectives:

- Customized two-day workshop including hands on training of how to conduct Network Assessment
- Attendees will work on one of their real Customers throughout the workshop
- Interactive instructor led program that gives the sales, marketing, or systems engineer participant skills that increase their effectiveness

Workshop Modules

Module 1

Course Introduction

This module is designed to introduce Partners to Cisco Smart Advisor which provides a snapshot view into their customer's network. It's designed specifically to help Partners develop opportunities for new architectures, solutions, and services

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Module 2

Customer IB definition

This module is designed to ensure that participants clearly understand IB term and knows how to determine the right approach for data accuracy.

Why? – We will review in depth how IB knowledge can have vast benefits within an organization

Module 3

Sales process

This module is designed to ensure that participants understand the pre-sales process, Identify key actions the sales team might perform at each phase of the sales process, Identify customer buying behavior in each of the 3 phases of the “Buying Cycle” and to Share ideas on how to become more proactive with Network Assessment opportunities.

Module 4

Approach

This module provides an opportunity to understand leveraging the tactical approach of the discovery and execution for opportunities. This module provides an opportunity to understand how to review key prospect profile data points, customer decision criteria, assess the appropriate solution to match explicit customer needs, acquire discovery skills to build rapport and identify crucial pieces of information.

Module 5

Network Assessment

This module will introduce effective tactics to answer difficult objections with confidence and gain customer interest on Network Assessment and acceptance with effective Smart Advisor Value Propositions. Responding to a wide variety of difficult situations will be covered and participants will be able to respond to objections specific to Network Assessment Technical questions.

Module 6

Smart Advisor Features

This module is designed to provide an overview of Smart Advisor features, analysis and reports. Executive conversation including leveraging the power of effective conversational questioning leading to a stronger trusted advisor relationship with the customer. Participants will be able to have a blended, technical and business conversation with executives resulting in a more strategic conversation.

Module 7

Technical Readiness Capabilities

This module is going to show participants all variety of available readiness analysis of collected devices, reports structure, positioning and value proposition.

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Module 8

Strategic Business Approach

This module is design to Identify key buying influences and address their challenges with a Network Assessment Approach, be able to have a focused and compelling conversation with the Executive and understand how Executives is assessing a network assessment approach.

Module 9

Summary of the benefits

This module will provide information about Network Discovery and Smart Advisor benefits, how to attract potential customer with them and how to address customer specific needs by visualization of potential benefits Network Assessment approach may bring.

Summary and Next Steps

This module summarizes the key points and “golden nuggets” around Network Assessment that have been covered through lecture or applied learning activities during the workshop. It also discusses how we all can improve skills with other workshops.