
Cisco Selling Business Outcomes

DURATION: 1 DAY

COURSE CODE: FF-CSBO

FORMAT: INSTRUCTOR

COURSE DESCRIPTION

The Business Outcomes Sales Approach Aligning Business Outcomes to the Customer Business Context Sales Opportunities and Outcomes across Industry Verticals Identifying Business Outcomes from Emerging Technology Cisco Solutions and Their Impact on Business Outcomes Sales Identifying Customer Decision Makers, Influencers, and Expectations Determining the Financial Returns of Business Outcomes Communicating the Business Outcomes Story to the Customer.

This one-day course enables individuals to:

- Better understand the customer business context
- Identify how technology solutions can be positioned to meet customer-defined needs or business outcomes
- Generate increased opportunity pipeline, revenue and profit for Cisco and Channel Partners
- The course prepares attendees for the Cisco Selling Business Outcomes (810-403) exam.

WHO SHOULD ATTEND

This training is intended for individuals in sales roles, including Account Managers, Sales Specialists and System Engineers within Cisco and its Channel Partner companies.

PREREQUISITES

Attendees should meet the following prerequisites:

- Understand the basics of selling
 - Have a fundamental knowledge of Cisco's technology solutions
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RELATED TRAINING

Application Business Relevance (ABR)
Application-Driven Opportunities for Account Managers (ADO)

LEARNING OBJECTIVES

Explain the tenets, principles, and approach to business outcomes sales

Articulate the customer environment for purchasing and adopting technology solutions

Describe opportunities for revenue and customer impact across industry verticals

Identify key customer decision makers and influencers, and how to engage with them

Explain the financial drivers that impact business outcome sales

Prepare a customer focused action plan and business outcomes story

COURSE OUTLINE

1. The Business Outcomes Sales Approach

- Understand the outcome-based sales approach
- Understand the general concepts of outcome selling
- Explain the Cisco outcome sales approach
- Discuss the role of the sales professional in business outcome sales
- Identify business outcomes that result from business challenges

2. Aligning Business Outcomes to the Customer Business Context

- Distinguish between a business value proposition and a business value chain
- Describe the customer business mission, strategy, and key objectives
- Discuss how CSFs and KPIs relate to business outcome sales

3. Cisco Service Solutions Across Industry Verticals

- Discuss different business models across industry verticals
- Identify technology gaps and associated sales opportunities
- Explain the impact of technology on business value
- Explain how cloud services can drive business outcomes

4. Business Outcomes and Opportunities from Emerging Technology

- Describe current and emerging technology trends
- Building Redundant Switched Topologies
- Improving Redundant Switched Topologies with Ether-Channel
- Routing Between VLANs
- Using a Cisco IOS Network Device as a DHCP Server
- Understanding Layer 3 Redundancy
- Implementing RIPv2

5. Customer Decision Makers, Influencers, and Expectations

- Identify key stakeholders and stakeholder categories
- Analyze the role and importance of stakeholders during the sales cycle
- Explain the characteristics of client relationship management during the sales cycle

6. Determining the Financial Value of Business Outcomes Sales

- Describe the financial considerations of outcome sales
- Discuss the characteristics of licensing and consumption models
- Articulate the financial value of Cisco technology solutions and services

7. Communicating the Business Outcomes Story to the Customer

- Identify Cisco sales enablement resources
- Explain the business value of business outcomes to stakeholder interests
- Discuss the importance of aligning the outcomes story to stakeholder interests