Applying Cisco Specialized Business Value Analysis Skills v1.0

BTASBVA

Delivery Type: Classroom
Duration: 5 days

Overview

IT industry sales and services professionals encounter customers who accept that major changes in business models, operating processes or technology use may be required to greatly improve results. This course provides training on frameworks and techniques useful for diagnosing customer pain points and opportunities, defining solutions to these challenges and gaining customer buy-in for adoption on a broad scale.

This training covers topics such as: Understanding customer strategies, competitive position and history with IT-enabled change. Depicting key elements of a customer's strategy and business model. Discovering and conveying an understanding of customer pain points and opportunities, as a way to enhance credibility. Describing the business relevance of Cisco Architectures and Smart Solutions.Refining customer needs and creating high-level, business-focused IT solution designs. Preparing a business case that shows investment, costs, benefits and risks. Composing an initiative / project roadmap and describe key success factors.

Pre-Requisites

Attendees should meet the following prerequisites:

Have passed or have knowledge equivalent to that required for the following exams.

✓ 810-420- Understanding Cisco Business Value Analysis Fundamentals (BTUBVAF)
✓ 646-206 - Cisco Sales Essentials (CSE)
✓ 650-377 - Advanced Borderless Network for Account Managers OR 640 -367- Advanced Collaboration Architecture Sales Specialist OR 646-985 Data Center Networking Solution Sales

Target Audience

Cisco and Cisco Channel Partner Sales individuals looking to improve their ability to sell Cisco Solutions by understanding the Business requirements of customers undergoing IT transformation.

Objectives

After completing this program, you will be able to:

- ✓ Articulate the benefits of a business value engagement.
- ✓ Engage with a customer using business value terms.
- ✓ Use a framework to provide a repeatable process for a business value engagement.
- ✓ Employ relevant techniques and tools on a business value engagement.
- ✓ Understand fundamental financial terminology and concepts.
- ✓ Read and interpret financial documents.
- ✓ Understand the basis for evaluating investment decisions.
- ✓ Apply a Customer Conversation Framework with a customer.

Follow on Courses

*Delegates looking to achieve the Business Value Practitioner Certification will need to attend the **BTEABVD** course*

Certification

Recommended preparation for exam(s):

- ✓ 820-421- Applying Cisco Specialized Business Value Analysis Skills Exam
- ✓ Delegates looking to acheive the Business Value Specialist Certification will also need to have taken the Business Value Analyst *Exam - **810-420***