

# Understanding Cisco Business Value Analysis Fundamentals v1.0

BTUBVAF



**Delivery Type:** Classroom

**Duration:** 3 days

## Overview

Engaging with customers through a business value approach leads to new revenue opportunities and higher account loyalty. Sales and services professionals can provide customers with more value in a shorter time period – especially when clearly-defined needs can be addressed with standard or mature solutions.

Through the course, participants will learn new analysis techniques and improve consultative selling skills. This training covers topics such as: Understanding the elements of a business value engagement. Identifying and engaging with key stakeholders. Assessing a customer’s business model and motivations. Identifying benefits associated with Cisco’s architectures and Smart Solutions. Understanding financial concepts which influence customer investment decisions. Applying an overall framework for successful customer conversations.

## Certification

**Recommended preparation for exam(s):**

- ✓ 810-420 - Business Value Analyst Exam

## Pre-Requisites

**Attendees should meet the following prerequisites:**

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

- ✓ 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**

**The following courses are recommended for further study:**

- ✓ BTASBVA - Applying Cisco Specialized Business Value Analysis Skills