

Cisco Competitive Selling

CCS100E



Delivery Type: Classroom

Duration: 1 day

Overview

Throughout the sales cycle Account Managers are faced with having to deal with competitive threats. Knowing when to be defensive and when to take more of a pro-active approach to handling competition is critical. To do that however sales professionals must have an in-depth understanding of the solutions they have recommended.

The Cisco Competitive Selling Course is a 1-day program that teaches Account Managers how to competitively position Cisco solutions in a way that highlights competitive advantages and minimizes competitive threats.

Target Audience

The target audience for this course include Account Managers, Pre-Sales and Solution Sales.

Objectives

By the end of the workshop delegates will be able to:

Explain the Cisco Value Proposition at a company level and for each of the three architectures

Identify tactics for defending against competitive threats

Highlight Unique Selling Propositions to close more sales in a professional way