# Selling Cisco Collaboration Architectures

## GSCCA100E



**Delivery Type: Classroom**
**Duration: 1 day**

## Overview

The Selling Collaboration Solutions workshop is a one-day course designed to help account managers understand the elements and business value of Cisco Collaboration solutions, and to teach them how to uncover opportunities and position solutions in a way that will clearly demonstrate their relevance to both business and technical decision makers.

## Objectives
### After completing this program, you will be able to:

- ✓ Identify business drivers accelerating the need to implement full Collaboration solutions
- ✓ Describe the value of Cisco Collaboration solutions for both technical and business decision makers
- ✓ Explain the elements of the Cisco Collaboration Architecture
- ✓ Recognize Collaboration Architecture opportunities
- ✓ Apply a questioning process to uncover customer needs
- ✓ Overcome common objections to Collaboration Architectures
- ✓ Access tools and resources to support sales activities