

Selling Cisco Bring your Own Device Solutions v1.0

SCBYOD



Delivery Type: Classroom

Duration: 1 day

Overview

The 'bring your own device' (BYOD) phenomenon has become one of the most influential trends impacting IT today. Employees want to choose their own devices and have full access to information, systems and applications from wherever they are working. Adopting BYOD however, provides IT department with a whole new set of challenges to manage.

The Selling 'BYOD' Solutions workshop helps Account Managers identify, qualify and close sales across a variety of adoption scenarios. It provides sales professionals with both the Cisco portfolio knowledge and the skills required to initiate effective business-level and technical conversations and gain customer commitment.

Target Audience

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

Objectives

After you complete this course you will be able to:

- ✓ Identify the trends driving the Bring Your Own Device phenomenon.
- ✓ Discuss the challenges IT faces in adopting Bring Your Own Device.
- ✓ Identify 4 typical adoption scenarios.
- ✓ Describe the Cisco solutions that enable the Bring Your Own Device trend including Cisco Identity Services Engine.
- ✓ Use a questioning process to identify and validate Bring Your Own Device opportunities with customers.
- ✓ Position the business and technical value of the Cisco Bring Your Own Device portfolio to different decision makers.
- ✓ Use a process to identify and overcome common business and technical Bring Your Own Device concerns.
- ✓ Access Cisco tools and resources to support Bring Your Own Device sales activities.