

# Selling Cisco Transformative Networking Solutions v1.0

SCTNS



**Delivery Type:** Classroom

**Duration:** 1 day

## Overview

35 percent of Enterprise IT expenditures for most organizations will be managed outside the IT department's budget by 2015.

What does this actually mean? To your customers it means that there is, or is developing, a serious disconnect between the IT department and the overall business. IT will of course continue to focus on the network but changes to that network will be driven by the needs of the business. Advances in technology are driving business change, with megatrends such as BYOD having a significant impact on an organisations approach to innovation and collaboration.

The Selling TN solutions workshop is a ½ day program designed to help Account Managers identify, qualify and close more sales of Transformative Networking Solutions. Your customers need to view you as a trusted advisor, your recommendations need to have value. This can only be achieved by fully understanding your customers business objectives. The Cisco Business Solutions Tool is essential for enabling those conversations and is covered during this course.

## Target Audience

Any partner involved in the selling of Cisco transformative solutions.

## Objectives

**After you complete this workshop you should be able to :**

- ✓ Understand why solutions are required for customer and partner success
- ✓ Identify what the Cisco solutions are
- ✓ Effectively engage in a solution selling discussion with the customer
- ✓ Use the TN Business Solution tool