Selling Cisco TelePresence Solutions

SCTS100E

Delivery Type: Classroom
Duration: 1 day

Overview

Businesses today are looking for ways to leverage technology to reduce costs and drive innovation. Cisco TelePresence creates value for companies by addressing a number of CxO priorities and concerns such as the need for accelerated decision-making, faster product development/time to market, more effective communication with employees and partners, and an improved customer experience. The challenge is that many companies still believe that TelePressence is hard to deploy, hard to use, and really only relevant for large enterprise organisations.

Target Audience

The Selling Cisco TelePresence workshop is a 1-day program designed to help Account Managers identify, qualify and close more Cisco TelePresence sales. It provides sales professionals with both the product knowledge and the skills required to initiate effective business-level conversations and gain customer commitment.

Objectives

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

- ✓ Explain functional and vertical-specific business capabilities enabled by Cisco TelePresence.
- ✓ Use a questioning process to uncover TelePresence opportunities with customers.
- ✓ Create a TelePresence strategy for a customer that identifies how the technology will be used, who will use it, and the business benefits that will be realised.
- ✓ Match Cisco TelePresence endpoints, infrastructure, and Cloud Services to a customer TelePresence strategy.
- ✓ Explain ease of deployment, management and maintenance to IT Decision Makers.
- ✓ Overcome common objections to TelePresence.
- ✓ Access Cisco tools and resources to support TelePresence sales activities.

Follow on Courses

- ✓ Team-Based Selling, Selling Cisco Collaboration Solutions, Presentation Skills