

Understanding Customer Needs

UCN



Delivery Type: Classroom

Duration: 1 day

Overview

Succeed in the Cisco marketplace by learning to understand customer needs.

This course features activities and role-playing exercises that will help you improve your business acumen and gain skills that are critical to growing your business while understanding and serving the needs of your clients and potential customers.

You'll examine the major vertical and horizontal markets and the competitive and environmental factors that drive behaviors within these markets. You'll identify the different types of decision makers and influencers and the ways their roles and responsibilities affect their decision-making criteria. You will review what drives change in an organization and the ways in which success is measured.

Target Audience

The target audience includes: Account Mangers, Pre-Sales, Solutions Sales and anyone who plays an active role in selling and implementing customer solutions.

Objectives

After completing this program, you will be able to:

- ✓ Evaluate the customer's business environment
- ✓ Address the customer's business challenges
- ✓ Gain techniques to map business challenges to solutions