UCS Competitive Workshop v1.0

UCSCW

Delivery Type: Classroom
Duration: 1 day

Overview

Across the board Cisco is posting strong results and tracking unprecedented momentum in the server market. In 2013 Cisco reported a 77% year on year growth in Data Center. In less than four years after entering a market with very well established competitors, Cisco has captured the #2 worldwide share position in x86 blade servers. This represents a 19% shift of the global market over to Cisco.

To work with Cisco in the competitive market place it essential to know how to sell against the competition. Knowing when to be defensive and when to take more of pro-active approach to handling competition is critical. To do that however sales professionals must have an in-depth understanding of the solutions they have recommended and how they match up to a competitor's offering.

This course teaches Account Managers how to competitively position Cisco solutions in a way that highlights competitive advantages and minimizes competitive threats.

Target Audience

The target audience for this course includes Account Managers, Pre-Sales and Solution Sales

Objectives

After completing this course, you should be able to:

- ✓ Engage effectively with Cisco sales enablement tools
- ✓ Position Cisco UCS against competitive offerings
- ✓ Understand how the competition sells against Cisco
- ✓ Identify tactics for defending against competitive threats
- ✓ Explain the Cisco value proposition at a company and product level
- ✓ Explain the unique selling propositions of UCS to close more sales