



## Cisco Foundation track: Growing the collaboration pipeline

### Introduction

This intensive 1-day workshop has been completely updated for FY15 to quickly enable partner Account Managers to create opportunities, build the sales pipeline and draw on the right resources to win. Specifically it demonstrates how to explore and understand business needs and move from a product or technology-led sale to one based on business value. Underpinned by proven sales methodology and key success factors, your Account Managers will leave the training with a clear action plan for their accounts.

### Objectives

Prior to your workshop, we will liaise with your key sponsors to ensure the training aligns directly with your business goals, market dynamics and training needs. By the end of the workshop, you will be able to apply your learning to:

- Focus on proven quick wins with example business drivers and case studies to demonstrate the business benefit
- Follow key actions to extend your knowledge and comfort zone and to upsell and cross-sell to the customer
- Explain the Cisco architectural value, how it creates building blocks for a customer and why it is relevant to a business – in non-technical terms
- Articulate the business value of collaboration in terms of operational efficiency, business effectiveness and strategic business transformation and relate these to specific customer needs
- Move up the decision making chain and articulate the right messages to the right people
- Develop opportunity plans for live accounts.

### Key topics

- What really matters to your customer: business priorities and drivers
- How your customer measures business value
- The Cisco collaboration architecture and portfolio: how and why it's relevant to business
- Quick wins: 3 key opportunities
  - What to look for
  - Key contacts and conversations
  - Example use cases
  - Articulating business value at CxO level
- Apply learning to live accounts – action planning

### Audience

This workshop is designed for Account Managers who align with one or more of the following criteria:

- Limited Cisco and/or collaboration experience (e.g. <2 years) and/or
- Other Cisco / IT experience but new to sales role and/or
- 'Specialist' partner with strong skills sets in specific areas or architectures but limited exposure to and confidence in positioning the full collaboration portfolio.

### Why choose a 5i collaboration sales workshop?

- We specialise in business-focused sales training - selling collaboration for business benefit
- 12+ year track-record in EMEAR partner sales development with demonstrable business results
- Proven collaboration sales methodologies and frameworks that Account Managers can immediately apply to their accounts
- No 'Death by PowerPoint' - highly interactive, intensive and practical delivery which changes behaviours and confidence in the real world
- Everyone leaves with a personal and account action plan