



Transforming the collaborative workplace: sales strategies for success

Introduction

This participative business and sales-focused workshop supports sales teams to look for and to create larger collaboration opportunities by engaging early with workplace transformation projects. It delivers an understanding of the drivers and context for workplace change in the broader business, economic and cultural context and leverages Cisco's 'Project Workspace' methodologies to propose roadmaps for delivering new ways of working.

Objectives

As a result of this workshop, participants will be able to:

- Lead and add value to discussions about the changing world of work from a business perspective
- Align with and influence new buying behaviours and buying centres
- Clearly articulate how Cisco can support delivery of new ways of working through compelling business use cases based on business value and outcomes
- Provide real examples of why and how organisations in different sectors are transforming the work environment, working practices and cultures
- Understand how to align with customer change programmes to build strong business cases that are relevant and timely and work with customers to overcome barriers to change
- Apply learning to create live target account plans.

Agenda

- Market context & why the opportunity exists
- The opportunity: what's in it for Cisco partners
- The business proposition & relevance
 - Key drivers and trends
 - Use cases, scenarios & examples
 - What to look for – prospect profiling & qualifying
- Selling workplace transformation
 - Understanding the workplace transformation model
 - A multi-party sale: influencers & stakeholders
 - The customer buying experience & process
 - Key opportunities; key blockers
- Account action planning

Audience

Partner Account Managers with a general understanding of the Cisco collaboration portfolio and basic architecture messaging now seeking to win more strategic and high impact business. N.B. this workshop does not include product or technical training.

Logistics

- Workshop runs 09:30 – 16:30
- Minimum 6, maximum 16 participants
- No Death by PowerPoint! The training is highly interactive and includes brief presentations, interactive discussions, exercises and case examples.
- Delivered by 5i trainers with real-world business and sales experience

About 5i

- We specialise in business-focused sales training - selling collaboration for business benefit
- 13 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