Selling to Address Finance Industry Needs

Workshop Overview:
To survive in today’s competitive market, financial institutions must transform their business infrastructure. This provides a significant opportunity for Cisco partners to position the integrated power of the Data Center, Borderless Networks and Collaboration Architectures as the path forward.

Through implementation of these technologies, banks, credit unions, insurance companies and brokerages are prepared for market and thought leadership to address the demands younger generation customers (mobile and video collaboration), introduce new leading edge services (through data center and borderless networks) and enhance productivity on a global basis.

This highly interactive workshop will teach AMs proven ways to deliver compelling value statements addressing financial industry trends, then develop and defend a board level business case for Cisco’s offerings. Learning throughout the day will be applied to a case study built from a real world sales situation. Follow-up Web-Ex session or modular delivery maximizes learning retention and application.

Course Objectives:
Upon successful completion of this program, participants will be better prepared to:

- Leverage financial industry trends and terminology, along with expert questioning skills to understand specific customer needs and deliver compelling value statements for Cisco architectures across the financial services industry.

- Develop customized compelling presentations of Cisco’s complete solution comprised of collaboration, data center and borderless networks architectures to advance financial institution’s executive-level initiatives.

- Build and present a ‘boardroom survivable’ business case and engagement plan for implementation of Cisco’s solutions for financial institutions.

- Use proven methodology to address objections.

- Apply learning from the case study to real world financial institutions (including insurance, brokerages, credit unions and banks) thereby reducing sales cycle through more effective identification and development of opportunities and creation of the business case.
Course Outline:

Financial Industry Trends and Needs Today
• Impact of the past two years on the financial industry
• Business and technical decision maker care about
• Speaking the language of the financial industry
• Introduction of case study

Compelling Value Statements for Financial Industry
• Defining a value statement certain to get attention
• Defining value for Cisco Data Center, Borderless Networks and Collaboration architectures
• Using questioning to build out your value statement for the customer
• Case study application

Building a Business Case for Cisco Architectures
• Defining the business value for Cisco Data Center Architecture solutions in the financial industry.
• Defining the business value for Cisco Borderless Network Architecture solutions in the financial industry.
• Defining the business value for Cisco Collaboration Architecture solutions in the financial industry.
• Critical elements of an executive level business case
• Building the business case – case study application
• Presenting and Defending the Business Case at Executive and Board Level

Overcoming Objections
• Keys to handling objections from a position of business value
• Team activity based on case study – Objection Slammer

Summary and Field Assignment for Application of Skills
Reinforcement session (offered standalone for one day ILT format or at the beginning of session two and three for the WebEx format)
• What worked and what didn’t work during field application of concepts?
• Review of primary learning points and keys to successful application in the ‘real world’
Target Audience:
Cisco Partner AMs, AEs and Sales Managers

Course Duration:
The program is offered through either a one day workshop with a one hour Web Ex reinforcement session or through three two hour WebEx sessions.

Next Step Proven Training Methodology:
This program is structured using Next Step’s proven “Turning Knowing into Doing” methodology.

Through modular delivery (pre-work, workshops, field work and post-work WebEx) of highly relevant training supported by ‘in the field’ activities and coaching, Next Step has delivered over 20% improvement in sales results – directly attributed to our programs.

All of our workshops are built around the need to deliver results or the answer to the ‘so what’ question. By tailoring our training specifically for partners and focusing the content directly on customer needs (not vendor products), Next Step has proven to be the ‘vendor that delivers’ to Cisco, Adobe, Lenovo, HP and others.