At the Sunset Learning Institute, our unique training consultancy division has developed a series of exclusive Sales Excellence courses designed to help you accelerate Sales in readiness for Cisco technology. Gain the competitive edge to win by learning how to tell a vertical ‘story of value’ for collaboration within the business.

Our 1-day exclusive offering is only available using Cisco Learning Credits, allows us to create an exhilarating experience designed to help Channel Sales overcome customer objections, shorten the sales cycle and get customers to trust and buy Cisco solutions from You.

Say sayonara to boredom. Through our custom events and experiences designed to meet the demanding requirements of today’s Sales Professionals, each course offers its own unique story of solutions that embodies all that is great about Cisco technologies. Our goal is to provide the best in class courses to help you get the most from your Cisco investment.

Course Name: Get Retail Business Stakeholders to say ‘YES’ to Cisco Collaboration

Bring Collaboration alive and into the world of Retail to understand why business decision makers say ‘YES’ to Cisco Collaboration. We will focus on the ability to sell the ‘story of value’ for collaboration within the business and the framework required to map the Cisco Architecture to your sales plan for project approval. Our unique ability to simulate the business of Retail experience will give you the language, credibility and competitive edge you need to have a CXO conversation of value for which you can gain the trust and confidence of your customers.

Learning Objectives:
- Learn how to map the Cisco architecture to your Customer’s Business objectives
- Facilitate partnerships between IT and the Business founded on trust and shared objectives
- Ability to tell a vertical ‘story of value’ for Cisco collaboration within the business
- Gain the customers perspective and understand their challenges
- Identify the various stakeholders and decision makers
- Experience real world Cisco collaboration scenarios to understand the relevancy to customers
- Understand the criteria for gaining project sponsorship and financial approval
- Understanding best practices through a business simulation experience using Cisco case studies
- Determine ROI benchmarks and how value is measured
- Learn the formulae required to gain your customers trust and loyalty will give Cisco the competitive edge
- Build a framework for accelerating your Sales excellence
- Gain Vertical intelligence for CXO relevance

Module 1: Know your Customers outcomes!
- Share Cisco Vision of Collaboration and it’s Value proposition
- Gain power in asking the right questions
- Understand the customer needs and expectations
- Establish a Sales approach that aligns to your customers’ culture and business priorities
- Build a relationship map that outlines influences, gatekeepers and key stakeholders within the business
- Learn the key variables to gain the trust and loyalty of your customers

Module 2: The Business ‘Just gets iT’
- Learn how to build a transformation roadmap that tells the story of Cisco’s collaboration architecture and the business value it delivers
- Align user stories to help customers see the value to them
- Create a common language and objectives between IT and the business
- Understand the value between personal productivity, business process change and transformational change
• Increase sales by using a Cisco Collaboration architecture heatmap that aligns the right solution to the right business and IT decision maker

Module 3: Customer Success through Metrics

• Demonstrate how to benchmark the customers environment to define the ROI and TCO
• Determine the factors of value to the customer
• Understand the success metrics required to transition from pilot to production
• Drive adoption throughout the Enterprise by understanding the characteristics of change that can stall the deal
• Understand the phases of change to drive a successful adoption of Cisco collaboration throughout the Enterprise

Module 4: Bring the Vertical ‘ALIVE’
Bring collaboration alive with a vertical story on Cisco’s Retail solution

• Connect, communicate, and collaborate directly from your store or contact center desktop with multimedia Cisco Unified Communications services.
• Improve sales and shopper loyalty by transforming both the phone and in-store experience for your customers
• Learn how Retail Virtual Expert management can help retailers quickly access expert advisors, and offer product information and expertise to the customer at the right time in the right place.
• Reduce energy cost in your store by optimizing your data center and applications over the WAN to do more with less.

• Use powerful, immersive collaboration tools to increase sales, enhance customer experience, and quickly access expert resources
• Enable your customers to quickly obtain product information (including description, price and availability) with the Store Customer Assistance solution.
• Use Video to Deliver a Higher Level of Customer Service Scopix Store Operation Analytics, integrated with the Cisco Video Surveillance Manager and IP cameras, can improve service, profitability, and efficiency.
• Help retailers realize the revenue and productivity gains that can be achieved by implementing Cisco's Collaborative Technology solutions

Module 5: Special BONUS Session
Create a valued customer experience leveraging Cisco collaboration as your own sales tool

Target Audience

This 1-day course is intended for Cisco Channel Partners and Sales Leaders with a basic understanding and working knowledge of Cisco Collaboration. Our primarily focus is to build specific relevancy to vertical business drivers to sell Cisco technology, designed to help Fortune 1000 companies; government agencies and service providers achieve mission critical goals and metrics for success.

This course is not intended for technical audiences.