

Cisco Smart Business Communications System értékesítése

Milyen előnyöket biztosít a Cisco Smart Business Communications Systems?



Vállalkozás átalakítása

Kis- és középvállalatok üzleti kihívásai



Create demand by:

- Understanding business objectives.
- Understanding the technology.
- Explaining and demonstrating the link.
- Creating the vision.

Vállalkozás átalakítása

Kis- és középvállalatok üzleti kihívásai



Challenges include:

- Competitive pressure.
- Operational efficiency.
- Securing business assets.
- Lack of resources.
- Investment protection.

Kifogások legyőzése

Szokásos ellenvetések és válaszok – Túl drága

Objection	Response
Too expensive	<p>The IT manager says that Cisco solutions are too expensive.</p> <p>Here is how to address an issue like this: The Smart Business Communications System is a purpose-built solution for small business customers that contains "enterprise" features and functionality, but priced and packaged appropriately for small businesses. Unlike competitive offerings, the Smart Business Communications System provides small business customers with a complete, integrated voice, data, wireless, security, and video solution. Probe to find out if they are concerned about the initial cost. If so, discuss Cisco Capital. They have options that do not require a large capital investment. If it is operating costs they are worried about, focus on the ease of manageability. Also mention how combining the voice and data network can reduce their total cost of ownership.</p>
Not needed	
Expertise lacking	
Lacks PBX features	

Kifogások legyőzése

Szokásos ellenvetések és válaszok – Nincs rá szükség

Objection	Response
Too expensive	<p>The business decision maker (BDM) says that they do not need a new phone system.</p> <p>Reposition Cisco's Smart Business Communications System as more than a voice system. This solution can help your customers transform their business. Bring the conversation back to the customers' business objectives. Here is where you are, here is where you want to be, and here is how Cisco can help you get there.</p>
Not needed	
Expertise lacking	
Lacks PBX features	

Kifogások legyőzése

Szokásos ellenvetések és válaszok – Hiányzik a szakértelem

Objection	Response
Too expensive	The BDM says that they have no one with expertise on their staffs. In this case, explain how the Cisco's Smart Business Communications System are designed for smaller businesses like theirs that may not have a dedicated IT staff.
Not needed	They require less IT infrastructure and management. If they do not want to manage it, a partner can extend their IT staff by managing it for them.
Expertise lacking	
Lacks PBX features	

Kifogások legyőzése

Szokásos ellenvetések és válaszok – Nincsenek benne alközponti funkciók

Objection	Response
Too expensive	Cisco's Smart Business Communications System lacks some features of a PBX. Cisco Unified Communications Manager Express supports the vast majority of commonly used PBX features.
Not needed	However, do not get into a feature battle. Find out what features they need. If the feature is not there, look at what features Cisco's Smart Business Communications System offers that PBXs do not. If you can tie things like business application integration or mobility back to what the customer is trying to achieve, you will create a "pull," rather than having to push Cisco's Smart Business Communications System.
Expertise lacking	
Lacks PBX features	



