

Understanding Cisco Business Value Analysis Fundamentals

Duration: 2.5 Days **Course Code: BTUBVAF**

Overview:

Engaging with customers through a business value approach leads to new revenue opportunities and higher account loyalty. Sales and services professionals can provide customers with more value in a shorter time period – especially when clearly-defined needs can be addressed with standard or mature solutions.

Through the course, participants will learn new analysis techniques and improve consultative selling skills. This training covers topics such as: Understanding the elements of a business value engagement. Identifying and engaging with key stakeholders. Assessing a customer's business model and motivations. Identifying benefits associated with Cisco's architectures and Smart Solutions. Understanding financial concepts which influence customer investment decisions. Applying an overall framework for successful customer conversations.

Target Audience:

Cisco and Cisco Channel Partner Sales individuals looking to improve their ability to sell Cisco Solutions by understanding the Business requirements of customers undergoing IT transformation. Gold Partners looking to achieve the new business value requirements for Aug FY16

Objectives:

- After completing this course, you will be able to:
 - Understand fundamental financial terminology and concepts.
- Articulate the benefits of a business value engagement.
 - Read and interpret financial documents.
- Engage with a customer using business value terms.
 - Understand the basis for evaluating investment decisions.
- Use basic tools in a Business Value engagement.
 - Create a Business Case for you customer.

Prerequisites:

Attendees should meet the following prerequisites:

Have passed or have knowledge equivalent to that required for the following exams.

- CSE 646-206 Cisco Sales Essentials
- Advanced Borderless Network for Account Managers (Exam #650-377) or Advance Borderless Network Architecture for Sales Exam (Exam # 700-301)
- OR
- Advanced Collaboration Architecture Sales Specialist (Exam #650-367) or Advanced Collaboration Architecture Sales Specialist (Exam # 700-037)
- OR
- Data Center Networking Solution Sales (Exam #646-985)

Testing and Certification

Recommended preparation for exam(s):

- **810-420** - Business Value Analyst Exam

Follow-on-Courses:

The following courses are recommended for further study:

- **BTASBVA** - Applying Cisco Specialized Business Value Analysis Skills

Content:

Day One

- Unit 1: Understanding business value
- Exercise 1.1: Positioning a Business Value Engagement
- Unit 2: Boosting your credibility
- Exercise 2.2: Business Value Statement
- Unit 3: Establishing a view of business needs
- Exercise 3.1: Gain Insight form Pre-Meeting Business
- Building the Business Model Canvas
- Daily Q ; A

Day Two

- Unit 4: Refining your view of business needs
- Unit 4.1: Engaging with the CxO
- Exercise 4.1: Identify your path
- Unit 4.2: Preparing strategic questions
- Exercise 4.2: Script your strategic questions
- Exercise 4.3: Pose your stratgic questions
- Unit 4.3: Creating a Business Motivation Model
- Exercise: 4.4 Refine your business model canvas
- Exercise: 4.5 Describe a business motivation model
- Unit 4.4: Translating business needs into capabilities
- Exercise 4.6: Translate business needs into capabilities
- Daily Q ; A

Day Three

- Unit 5: Finance and business value
- Unit 5.1: Investing in business
- Unit 5.2: The income statement
- Unit 5.3: Creating a Business Case
- Exercise 5.1: Understanding Financial Information
- Exercise 5.2: Creating a Business Case

Further Information:

For More information, or to book your course, please call us on 00 971 4 446 4987

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