

Cisco Business Value Boot Camp

Duration: 5 Days **Course Code: CBVBC** **Version: 1.0**

Overview:

This unique boot camp combines 2 Cisco certification courses, Understanding Cisco Business Value Analysis Fundamentals (BTUBVAF) and Applying Cisco Specialized Business Value Analysis Skills (BTASBVA). It prepares participants to take examinations: 810-420 Business Value Analyst Exam and 820-421 Applying Cisco Specialized Business Value Analysis Skill Exam. Upon successful completing and passing both examinations candidates will be awarded the Cisco Business Value Specialist designation.

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. This course provides training on frameworks and techniques useful for diagnosing customer pain points and opportunities, defining solutions to these challenges and gaining customer buy-in for adoption on a broad scale.

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. Individuals looking to achieve the Cisco Business Value Specialist Certification and Gold Partners requiring Channel Partner Accreditation

Objectives:

- **After attending this course you should be able to:**
- Articulate the benefits of a business value engagement
- Engage with a customer using business value terms
- Use a framework to provide a repeatable process for a business value engagement
- Understand how to apply a Business Value methods and architecture concepts across phases of the sales cycle
- Conduct client engagements following the Business Value approach
- Demonstrate how the architectural lifecycle corresponds to Cisco solutions
- Identify and interact with key stakeholders to achieve business outcomes
- Understand the financial components of a business engagement
- Understand financial aspects and build a business case to describe the business value of your solution.

Prerequisites:

Attendees should meet the following prerequisites:

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

- 646-206: Cisco Sales Essentials (CSE)
- 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
- 820-421- Applying Cisco Specialized Business Value Analysis Skills Exam

Delegates looking to achieve the Cisco Business Value Specialist Accreditation will need to take both Exams.

Follow-on-Courses:

Delegates looking to achieve the Business Value Practitioner Certification will need to attend the BTEABVD course

Content:

Day One

- Introduction: Context and Positioning of the BV Boot Camp
- Understanding Business Value
- Boosting your Credibility
- Establishing your View of Business Needs
- Building a Business Model Canvas
- Refining view of Business Needs
- Engaging with the CxO
- Preparing Strategic Questions
- Creating a Business Motivation Model
- Translating Business Needs into Capabilities
- Finance and Business Value
- Investing in Business
- The Income Statement
- Q;A/Daily Wrap Up

Day Two

- Introduction
- Preparing a Vision and Scope Proposal
- Understanding Business Value and Architectural Sales Concepts
- Gathering Customer Information: Internal and External Research
- Analyzing Current State ; Intersession Assignment Review
- Designing the Future Business Model
- Daily Q;A ; Intersession Assignment

Day Three

- Introduction
- Cisco Architecture Introduction
- Cisco Architecture – Enterprise Network
- Cisco Architecture – Security
- Cisco Architecture – Collaboration
- Cisco Architecture – Data Center and Virtualization
- Daily Q;A

Day Four

- Introduction
- Developing Your Recommendation
- The Importance of the CFO as a Stakeholder
- Understanding Financial Concepts and Models
- Building and Presenting Your Business Case
- Daily Q;A

Day Five

- Introduction
- Determining an Implementation Approach
- Developing the Implementation Roadmap
- Realizing the Benefits
- Week Review - Q;A

Further Information:

For More information, or to book your course, please call us on 353-1-814 8200

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