

## An Account Managers Introduction to Cisco Sales (ICS)

**Duration: 1 Day**    **Course Code: AMICS**

### Overview:

This Introduction to Cisco Sales course has been designed to provide account managers with foundational-level knowledge of Cisco architectures, products and solutions. The focus is on how sales personnel can effectively sell and align Cisco solutions to their Customers business requirements. This course covers similar topics to the Introduction to Cisco Sales elearning but it is significantly more indepth,

This course will help attendees prepare for the Cisco 700-150 exam, which is one of the required account manager exams for Cisco Channel Specialisations.

### Target Audience:

Partner Account Managers, Business Development Managers, sales engineers as well as other individuals looking to obtain the Cisco 700-150 ICS exam.

### Objectives:

- **After completing this courses attendees should be able to:**
- Understand the Cisco Approach to Selling.
- Articulate Cisco Architectures, Products and Solutions.
- Align Cisco Solutions with a Customers Business Requirements.
- Describe Customer Experience from a Cisco Perspective
- Feel prepared for the ICS Exam

### Prerequisites:

**Attendees should meet the following prerequisites:**

- None required for this course

### Testing and Certification

**Recommended as preparation for the following exam:**

- 700-150 - Introduction to Cisco Sales

### Content:

- Why Cisco (30 mins)
- Cisco's Approach to Selling (30 mins)
- Selling Cisco Enterprise and Digital Network Solutions (45 Mins)
- Selling Cisco Security Solutions (45 mins)
- Selling Cisco DC and Cloud Architecture Solutions (45 mins)
- Selling Cisco Collaboration Solutions (45 Mins)
- Introduction to Customer Experience (Non-Exam topic)
- Exam Prep

## Further Information:

For More information, or to book your course, please call us on 0800/84.009

[info@globalknowledge.be](mailto:info@globalknowledge.be)

[www.globalknowledge.com/en-be/](http://www.globalknowledge.com/en-be/)