



Understanding Customer Needs

Duration: 1 Day **Course Code: UCN**

Overview:

Succeed in the Cisco marketplace by learning to understand customer needs.

This course features activities and role-playing exercises that will help you improve your business acumen and gain skills that are critical to growing your business while understanding and serving the needs of your clients and potential customers.

You'll examine the major vertical and horizontal markets and the competitive and environmental factors that drive behaviors within these markets. You'll identify the different types of decision makers and influencers and the ways their roles and responsibilities affect their decision-making criteria. You will review what drives change in an organization and the ways in which success is measured.

Target Audience:

The target audience includes: Account Mangers, Pre-Sales, Solutions Sales and anyone who plays an active role in selling and implementing customer solutions.

Objectives:

- **After you complete this course you will be able to:**
 - Address the customer's business challenges
- Evaluate the customer's business environment
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- - Gain techniques to map business challenges to solutions

Content:

In this course:

- You will discover Cisco's approach to the market and learn how Cisco positions their products to solve different customer needs.
- In practice activities, you will have the opportunity to align your message with Cisco's, map customer needs to Cisco products, and communicate how these solutions address customer needs.
- At the end of class, you'll get suggestions on how to review proposals with clients and how to conduct internal debriefing meetings to gauge the success of your own approach to understanding customer needs.

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- You'll examine the major vertical and horizontal markets and the competitive and environmental factors that drive behaviors within these markets.
- You'll identify the different types of decision makers and influencers and the ways their roles and responsibilities affect their decision-making criteria.
- Through case study exercises, you will learn how to explain to your customers through a business case how a solution addresses business challenges.

Further Information:

For More information, or to book your course, please call us on 00 20 (0) 2 2269 1982 or 16142

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