

An Account Managers Introduction to Cisco Sales (ICS)

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

Overview:

This 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:

Parter Account Managers, Business Development Managers, sales engineeners 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 preparartion for the following exam:

- 700-150 - Introduction to Cisco Sales

Content:

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

Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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