

An Account Managers Introduction to Cisco Sales (ICS)

Duration: 1 Day Course Code: AMICS Delivery Method: Company Event

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.

Company Events

These events can be delivered exclusively for your company at our locations or yours, specifically for your delegates and your needs. The Company Events can be tailored or standard course deliveries.

Target Audience:

Parter 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:**
 - Align Cisco Solutions with a Customers Business Requirements.
 - Describe Customer Experience from a Cisco Perspective
- Understand the Cisco Approach to Selling.
- Feel prepared for the ICS Exam
- Articulate Cisco Architectures, Products and Solutions.

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)	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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