

Introduction to Cisco Sales (ICS)

Course Content –

Cisco Certification

- A Brief History of Cisco
- Cisco's Vision
- What Cisco Sells
- Cisco's Architectures
- Cisco's Channel Routes to Market
- Partner Incentives and Promotions
- Cisco ONE – A new way to Sell

Cisco's Approach to Selling

- General Concepts of Outcome Based Selling
- Cisco's Approach to Business Outcomes Sales
- Business Outcomes Sales Role
- Customer Value Proposition and Value Chain
- Identifying Customer Business Requirements
- Identifying Routes to Market with BMC
- Business Outcomes Across the Technology Cycle
- Stakeholder Management
- Presenting the Business Outcomes Story

Selling Cisco's Enterprise and Digital Network Architecture

- The Enterprise Network Architecture
- Infrastructure
- Routing and Switching
- Wireless (CUWN)
- Software Defined Access
- Digitisation and DNA
- The 4 Pillars of DNA
- The Design Principles of DNA
- Network-enabled Applications
- Solutions Underpinning DNA (SD-Access, SD-WAN, Wireless-Assurance)
- Management Plane and DNAC

Selling Security Solutions

- Cisco's Approach to Security
- The Threat-Centric Security Model
- Technologies Covering the Attack Continuum
- Network Security
- Firepower NGFW
- Meraki MX
- NFV ENCS Virtualized Branch
- NVE TrustSec, ISE, Stealthwatch
- Visibility and Enforcement
 - ISE
 - Stealthwatch
 - TrustSec
 - Advanced Threat
 - AMP for Endpoint
 - ThreatGrid
 - Cloud, Web and Email
 - Umbrella
 - Cloudlock
 - ESA
 - WSA
- Cisco Talos

Selling Cisco's DC and Cloud Architecture

- The Unified Data Centre
- Unified Computing
- Unified Fabric
- Unified Management
- Converged Infrastructures
- Hyperconvergence and HyperFlex
- Cisco's DC & Cloud Architecture and Strategy
- Cisco's Cloud Strategy
- Cisco Multi-Cloud
- Cisco Cloud Centreskype
- Automation
- Analytics

Selling Collaboration Solutions

- Cisco's Collaboration Architecture
- Cisco's UC Platforms
- BE6k, BE7k, UCM and Spark
- Collaboration Endpoints
- DX, MX, IX, Phones and Spark Solutions
- Customer Care Solutions
- Conferencing Solutions
- On-Prem and Cloud Solutions
- Cloud and Hybrid Collaboration