Delivering Business Outcomes through Security (BLSS)

ID BLSS **Price** CHF 1,150.—(excl. VAT) **Duration** 1 days

Who should attend

The primary audience for this workshop is the Sales Professional working mid-market and enterprise accounts.

Prerequisites

Students should be familiar with basic security concepts and products.

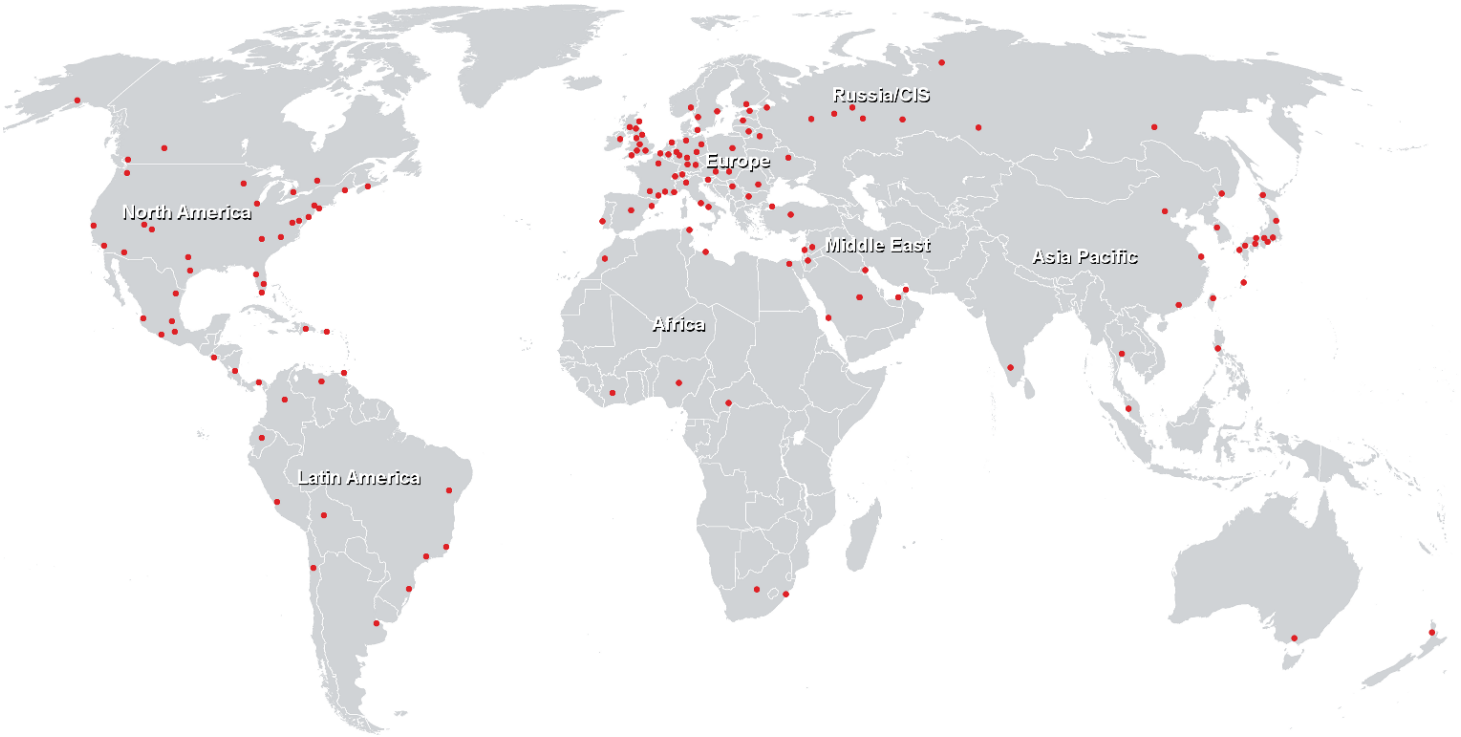
Course Objectives

After attending this course, you will be able to:

- Identify the focus of the Security Buyer
- Articulate how Business Transformation impacts Security and delivers positive Business Outcomes
- Discover the Business Context behind security decisions
- Link Business Initiatives to Business Solutions and identify Security Concerns
- Profile the customer and identify the customer’s security context
- Identify Cisco’s security architecture and solution portfolio
- Recognise company assets, vulnerabilities, threats, risks and impacts
- Position Cisco Security Solutions
- Handle Objections relevant to Cisco's Security solutions
- Articulate how Cisco Security Solutions deliver positive Business Outcomes

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Training Centres worldwide





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