Securing your Customer with DNA (DNAS)

ID DNAS **Price** CHF 780.—(excl. VAT) **Duration** 1 days

Who should attend

Anyone in sales who is looking to position Cisco's DNA and security solutions including Account Managers, Account Directors, Business Development, Sales Support and Pre-Sales.

Prerequisites

None

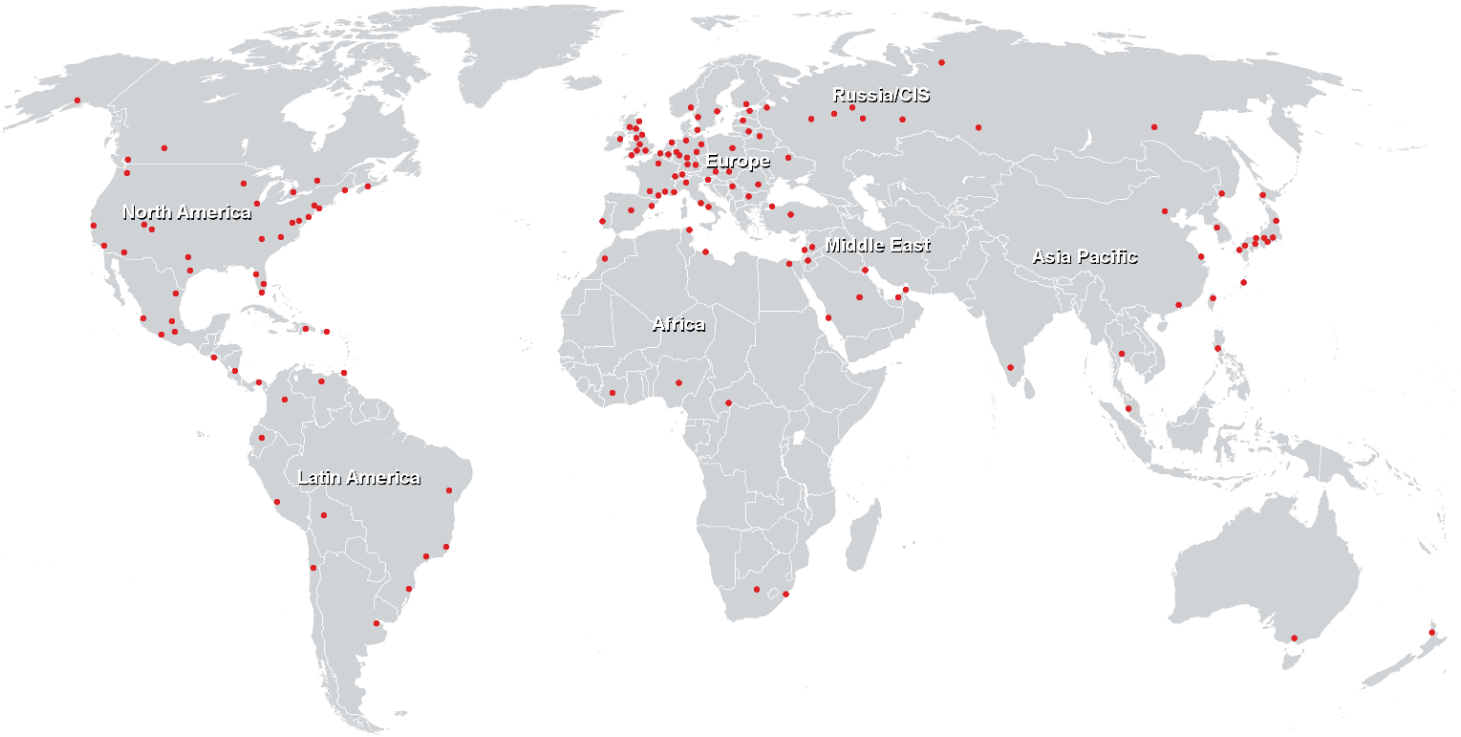
Course Objectives

Learning Outcomes:

- Be able to articulate the value of Cisco DNA in helping a customer reach their strategic business objectives.
- Discuss the importance of selling Security and DNA together to drive new opportunities
- Be able to articulate the value of a Cisco Secure DNA to a customer and how that can benefit and transform a customer's business.
- To ensure that security is included in every DNA deal
- Understand Cisco's unique value in the market and how to use it to defeat objections and the competition
- Ensure a 'security-first' and 'digital ready' approach when selling and positioning Cisco DNA
- Provide a visual demonstration of the key DNA security components

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Training Centres worldwide





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