



Creating Opportunity and Selling MidMarket Cisco Customer Collaboration (SCCX)

ID SCCX Price CHF 1,150.—(excl. VAT) **Duration** 1 day

Who should attend

The workshop is intended for partner AMs in the Commercial and SMB segment who will be selling CCX and related solutions.

Prerequisites

A general understanding of Cisco Collaboration Solutions is preferable but not essential

Course Objectives

As a result of having attended this course, AMs will:

- Have a clear understanding of the new selling behaviours needed to sell key collaboration solutions such as Contact Center Express
- Be able to successfully position and sell CCX in the context of a customer's needs and objectives.
- Understand the importance of a consultative outcome-based sales approach when selling CCX.
- Build a business case for a typical contact center customer from a chosen market sector.
- Successfully engage with critical buyers of contact center solutions and practice stakeholder engagement.
- Understand typical customer objections and know how to defeat them
- Successfully build a value proposition for key contact center buyers

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Training Centres worldwide



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