



Cisco IoT Essential Sales Training

Code:	IOT-EST
Length:	1 days
URL:	View Online

This 1-day Instructor led course is designed to enable Cisco's Channel partners and Cisco Internal sellers to identify more enterprise and industrial IoT solution opportunities and improve their close ratio on identified IoT/Digital Transformation opportunities using Cisco's IoT Essentials GTM plays and offerings.

Skills Gained

- Understand the Cisco IoT strategy and portfolio and the opportunity it creates for sellers
- Leverage the acumen from 'What to Sell', 'Where to Sell', and 'How to Sell' surrounding Extended Enterprise, Remote and Mobile Assets and IoT Industry Solutions in current and future sales engagement

Who Can Benefit

- Account Managers from Cisco and Cisco's Channel Partners, this includes IT VARs and IT Systems Integrators that are end-customer facing
- System Engineers from Cisco and Cisco's Channel Partners

Prerequisites

The knowledge, skills and attitudes that you should have before attending this course are as follows:

- Understanding of Complex Solution Sales and Outcome selling - the Introduction to Cisco Sales (ICS) can provide a high level background
- Basic Understanding of Networking Technologies. CCNA level at least
- Basic Understanding of concepts like Cloud, IoT, APIs would be desirable
- Basic Understanding of Wireless Concepts like Wi-Fi, LoRa, Low Power Mesh etc.

Course Details

Certifications

- Cisco Partner IoT Authorization

Follow On Courses

- Cisco IoT Essential Technical Training (IOTETT)

Outline: Cisco IoT Essential Sales Training (IOTST)

Module 1: Strategy

- Current IoT Strategy
- Cisco IoT Portfolio Overview

Module 2: Extended Enterprise

- What to sell - Market acumen, value proposition and competitive intelligence
- Where to sell – target market and buyer intelligence
- How to sell – sales process, selling motions, lifecycle, promotions, enablement support

Module 3: Remote and Mobile Assests

- What to sell - Market acumen, value proposition and competitive intelligence
- Where to sell – target market and buyer intelligence
- How to sell – sales process, selling motions, lifecycle, promotions, enablement support

Module 4: Industry Plays

- What to sell - Market acumen, value proposition and competitive intelligence
- Where to sell – target market and buyer intelligence
- How to sell – sales process, selling motions, lifecycle, promotions, enablement support

Module 5: Resources and Demo

- Sales collateral
- GEO-specific support