

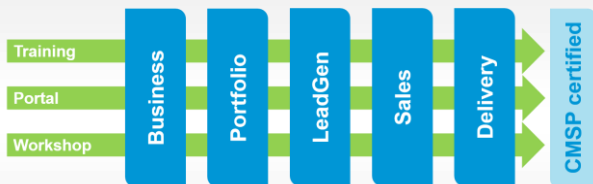


Introduction

Selling cloud, managed and hosted solutions requires different approach, different skills and different tools compared to selling hardware or software. Customers face different uncertainties, will take different steps before they decide to purchase, and multiple roles will be involved in this decision.

This advanced sales training will provide you with all the tools and skills your sales force will need to successfully sell intangible and complex solutions. Your sales will become more business relevant for your clients and prospects.

The sales training is part of the Hybrid IT Practice Builder program and one of the most important steps towards success!



Program details

Duration	2 (consecutive days)
Location	Cisco HQ in each country
Target audience	Sales Sales management (Presales) consultants
Cost E	\$ 10.000 for Europe, except Russia (including traveling and expenses)
Cost MEAR	\$ 14.000 for Middle East, Africa and Russia (including traveling and expenses)
Cost other	On request
Participants	Maximum of 12 participants per class

Objectives

After the training, participants are able to:

- recognize specifically cloud, managed and hosted opportunities;
- develop them into concrete sales opportunities;
- create value for different contact persons on different levels by discovering the specific buying reasons;

Content

Day 1

- Lead qualification
- Sales cycle vs buy cycle
- Selling tangible products vs intangible complex services and solutions
- Outside-in selling

Day 2

- Multi-level outside-in selling
- Introduction specific sales tools

About Conceptsales

Conceptsales is a Cisco Certified Business Learning Partner (BLP) and owner of the Hybrid IT Practice Builder program. (www.HybridITPracticeBuilder.com)

"We were very good in listening to our customers about their needs, but now we are really capable of identifying the challenges for our customers and translating them into solutions that help our customers in improving their businesses"

"These two days changed the way I think for all of my life"