

OUTCOMES (SELLING BUSINESS OUTCOMES) 1.1

Objetivo

Este curso fornece uma introdução ao processo de venda para agregação de resultados ao negócio do cliente. Ele é destinado as pessoas que exercem o papel de gerente de contas (Account Manager) e são responsáveis pela venda de soluções com as tecnologias da Cisco para os clientes. A intenção desse curso é proporcionar aos indivíduos os conhecimentos básicos e habilidades necessárias para entender o contexto do negócio do cliente, definir soluções em tecnologia que estão alinhados com os requisitos de negócio e, finalmente, conduzir resultados que agreguem valor ao negócio do cliente. Ao longo deste curso os alunos terão a oportunidade de aplicar o que aprenderam em contextos de negócios da vida real, através das apresentações, exercícios guiados e perguntas de desafio no final de cada lição. Materiais adicionais são fornecidos para permitir que os alunos possam definir com êxito soluções tecnológicas que impulsionam os resultados de negócios de seus clientes. Após completar este treinamento o aluno estará apto à:

- Explicar os princípios da abordagem de vendas que agreguem valor ao negócio do cliente;
- Utilizar de articulações envolvendo o ambiente de negócios do cliente para a oferta e posicionamento de soluções tecnológicas;
- Descrever as oportunidades para realizar vendas a clientes em segmentos verticais da indústria;
- Discutir os fatores críticos de sucesso e indicadores chaves para o processo de venda;
- Identificar as pessoas chaves no processo comercial, como os agentes que influenciam, e as que possuem a palavra final (que decidem);
- Explicar os direcionadores financeiros que impactam o processo comercial;
- Preparar um plano de ação focado no cliente para agregar valor ao negócio do cliente.

Público Alvo

O público primário inclui os profissionais (Account Manager) responsáveis nas negociações e vendas para clientes de canais e parceiros Cisco.

Pré-Requisitos

Os conhecimentos necessários para um excelente aproveitamento deste curso são: conhecimentos básicos e experiências em vendas, e conhecimentos básicos das soluções e produtos Cisco.

Carga Horária

16 horas (2 dias).

Conteúdo Programático

- Course Introduction
 - Overview
 - Course Goal and Objectives
 - Course Flow
 - Additional References

The Business Outcomes Sales Approach

The Business Outcomes Sales Approach

Course Flow

General Concepts of Outcome Selling

General Concepts: Objectives and Outcomes

General Concepts: Capabilities

General Concepts: Measuring Progress and Outcomes

General Concepts of Outcome Selling - Summary

The Shift to Business Outcomes Sales

Moving from a Product to an Outcomes Based Sales Approach

Outcomes-Based Sales: Vendor Role

Outcomes-Based Sales: Solution Provider Role

Outcomes-Based Sales: Trusted Advisor Role

What Does the Outcomes Sales Approach Entail?

Deriving Outcomes from Business Challenges

The Cisco Approach to Business Outcomes Sales

Cisco Outcomes Sales: Tenets and Principles

Cisco Outcomes Sales: Insight Needed for Key Activities

Context for Outcome Selling - Framework

Portfolio View: Levels for Different Buyers

Example of Outcomes and Benefits by Level

Solutions and Services: Operational Outcomes

Solutions and Services: Technology Innovation Outcomes

Solutions and Services: Business Outcomes

The Business Outcomes Sales Role

The Evolving Sales Role in Outcomes-Based Selling

Business Outcomes Sales - Knowledge Areas

Business Outcomes Sales Competencies

Gauging the Customer Business Model

Aligning Business Outcomes to the Customer Business Context

The Customer Value Proposition and Value Chain

Characteristics of the Customer Value Proposition

Aligning Business Outcomes to the Customer Value Proposition

Functional Business Areas and the Customer Value Chain

Driving Business Outcomes Across the Customer Business Context

Critical Success Factors (CSFs), Key Performance Indicators (KPIs), and Success Metrics in Business Outcomes Sales

Characteristics and Value of CSFs

Characteristics and Value of KPIs

Comparison Between CSFs and KPIs

Additional Success Metrics

Customer Business Requirements and Business Outcomes Sales
The Nature of Business Requirements
Types of Requirements
Identifying Customer Involvement
Aligning Business Requirements with Business Outcomes

Articulating the Customer Business Context
The Business Model Canvas Approach
Key Areas of the Business Model Canvas
The Business Model Canvas Components
The Business Model Canvas - Component Characteristics
Exercise: Applying the Business Model Canvas
Benefits of Understanding the Customer Business Model

Cisco Services and Solutions Across Industry Verticals

Overview of Industry Verticals
Industry Verticals
Characteristics of Industry Verticals
Emerging Customer Mindsets Across Verticals
Business Needs Across Verticals - Example 1
Business Needs Across Verticals - Example 2

Cisco Scenario Examples for Industry Verticals
Cisco Industry Scenarios
Considerations for Deriving Value-Added Outcomes
Financial Services Industry Scenario
Healthcare Industry Scenario
Manufacturing Industry Scenario

Identifying Business Outcomes Opportunities from Emerging Technology

Current and Emerging Technology Trends
Important and Emerging Technologies
The Big Four
Using Emerging Technology to Reduce Complexity
The Cisco Internet of Everything (IoE)
Sales Potential with the Cisco IoE
Exercise: Review the Internet of Everything (IoE) Value Index

Business Outcomes Opportunities from Emerging Technology and Services
Business Outcomes Across the Technology Lifecycle
Reducing the Costs of Maintaining Outdated Technology
Real and Perceived Costs of Maintaining Outdated Technology
The Benefits of Cloud in Driving Outcomes
Cisco Cloud Implementation Scenario

Customer Decision Makers, Influencers, and Expectations

Stakeholder Management
Overview of Stakeholder Management
Aligning with the Stakeholder Audience
Relevant and Potential Stakeholder Audiences
Stakeholder Analysis
Stakeholder Power Grid
Leading Stakeholders to a Future State
Conducting a Stakeholder Analysis
Stakeholder Management in Outcomes Sales
Exercise: Stakeholder Identification
Exercise: Define Relative Power and Interest
Exercise: Plot Current Position
Exercise: Plot Optimal Position
Exercise: Define Ways to Move from Current to Optimal Position

Customer Relationship Management
Customer Relationship Management
Customer Relationships - Lifecycle Stages
Customer Relationship Management in Business Outcomes Sales
Benefits of Strong Customer Relationships

Communication and Negotiation
Communication and Negotiation in Business Outcomes Sales
Four Principles of Negotiation
Influencing and Principled Negotiation
Seven Elements Framework
Seven Elements Framework - (Cont.)
Seven Elements Framework - Page 1
Seven Elements Framework - Page 2

Determining the Financial Value of Business Outcomes

Financial Considerations for Business Outcomes Sales
CAPEX and OPEX Considerations
Chargeback and Showback
Net Present Value (NPV) of Solutions and Services
Total Cost of Ownership
Stakeholder Expectations and Finance
Financial Challenges and Opportunities

Licensing and Consumption Considerations
Consumption Trends
IT as a Service
Benefits of IT as a Service
IT as a Service: Offerings
Licensing and Consumption Models
Subscription Model Considerations

Financial Value and Benefits of Business Outcomes Sales

Direct and Indirect Financial Benefits

Return-On-Investment (ROI)

ROI Examples of Business Outcomes

Expressing the Value of Business Outcomes

Communicating the Business Outcomes Story to the Customer

Cisco Enablement Resources

Cisco Enablement Resources

Cisco Playbooks

Presenting the Business Outcomes Story

Customer Audience Considerations

Key Customer Motivators

Aligning the Business Outcomes Message to Customer Expectations

Audience Types

Target Audience Categories

Exercise: Identify Your Audience Types and Motivators

Considerations for Presenting the Business Outcomes Story