

## Selling Cisco DNA (SCDNA)

ID SCDNA Preis auf Anfrage Dauer 1 Tag

### Kursüberblick

From a business outcome perspective, these highly interactive sales-focused sessions explore key Cisco Cloud Solutions, including their capabilities and the related sales propositions.

We consider how best to engage with customers and to qualify Cisco cloud opportunities to help close deals.

**Cisco DNA** - Keep users happy and business running smoothly with software and hardware that work best together.

Automation, analytics, and security work hard for you, so your customers don't have to » Simplify onboarding and provisioning » Maintain network health » Control access with ease » Scale your network to match demand

### Kursziele

- Overview the benefits of a DNA enabled network solution.
- Consider Software Defined Access (SDA), and Software-defined WAN (SDWAN) solutions
- What trigger questions to ask key customer stakeholders to help qualify DNA opportunities and where the best insertion points are.
- Strategies to overcome objections.
- Where to find additional sales resources.
- How to demo the highlights of a DNA solution.

### Detaillierter Kursinhalt

- Cisco DNA Centre Platform overview:
  - Cisco is delivering 360-degree extensibility of the network with more than 100 intent-based and integration API endpoints, multivendor SDKs, and adapters.
- Consider Software Defined Access (SDA), and Software-defined WAN (SDWAN) solution architectures
  - Cisco Secure Network Analytics (Stealthwatch)
  - Cisco ISE
  - TrustSec (SGT's)
  - Cisco SD-WAN powered by Viptela

- How to access and use key DNA Sales tools:
  - Cisco IBN Readiness Planner - A sales engagement tool that helps sales and partner teams provide customers prescriptive guidance on making their network digital-ready
  - Cisco Catalyst Wireless Planning & Quoting Tool
  - Cisco SD-WAN Conversion Tool
  - Cisco DNA ROI Planner
- Case-Studies examined
- What trigger questions to ask key customer stakeholders to help qualify Cisco DNA opportunities and where the best insertion points are.
- Strategies to overcome objections.
- Where to find additional sales resources.
- How to demo the highlights of a Cisco DNA solution.

### Final knowledge-check: -

- Quick-fire Quiz (Slido or similar).

# Über Fast Lane



Fast Lane ist weltweit, mehrfach ausgezeichnete(r) Spezialist für Technologie und Business-Trainings sowie Beratungsleistungen zur digitalen Transformation. Als einziger globaler Partner der drei Cloud-Hyperscaler Microsoft, AWS und Google und Partner von 30 weiteren führenden IT-Herstellern bietet Fast Lane beliebig skalierbare Qualifizierungslösungen und Professional Services an. Mehr als 4.000 erfahrene Fast Lane Experten trainieren und beraten Kunden jeder Größenordnung in 90 Ländern weltweit in den Bereichen Cloud, künstliche Intelligenz, Cybersecurity, Software Development, Wireless und Mobility, Modern Workplace sowie Management und Leadership Skills, IT- und Projektmanagement.



## Fast Lane Services

- ✓ Highend-Technologietraining
- ✓ Business- & Softskill-Training
- ✓ Consulting Services
- ✓ Managed Training Services
- ✓ Digitale Lernlösungen
- ✓ Content-Entwicklung
- ✓ Remote Labs
- ✓ Talentprogramme
- ✓ Eventmanagement-Services

## Trainingsmethoden

- ✓ Klassenraumtraining
- ✓ Instructor-Led Online Training
- ✓ FLEX Classroom – Klassenraum und ILO kombiniert
- ✓ Onsite & Customized Training
- ✓ E-Learning
- ✓ Blended & Hybrid Learning
- ✓ Mobiles Lernen

## Technologien und Lösungen

- ✓ Digitale Transformation
- ✓ Artificial Intelligence (AI)
- ✓ Cloud
- ✓ Networking
- ✓ Cyber Security
- ✓ Wireless & Mobility
- ✓ Modern Workplace
- ✓ Data Center



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