

## Selling Cisco Meraki (SCMRKI)

ID SCMRKI 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 Meraki** - See it, Try it, Buy it. Understanding the Meraki high-velocity sales motion to empower your customers teams with intuitive experiences and scale operations with ease. Meraki's cloud-managed network makes it a snap.

### Kursziele

- Overview the benefits of a cloud solution.
- To build awareness & confidence in the sales and customer-facing teams to open-up new conversations about Meraki cloud-managed solutions.
- To identify business drivers that justify a Meraki cloud-managed approach.
- To understand what the Meraki proposition represents to IT/OT and the Net-Sec team and how it interacts with the business.
- How to position Meraki to customers.
- To consider the customer and partner benefits of offering a Meraki Managed Service.
- What trigger questions to ask key customer stakeholders to help qualify Meraki 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 Meraki solution.

### Detaillierter Kursinhalt

- See it, Try it, Buy it – the Meraki high-velocity sales-cycle explained.
- Briefly consider the history of Cisco Meraki.
- Overview of the benefits of a Meraki cloud solution.
- The Meraki Dashboard: -
  - Organization and Networks.

- RBAC.
- Product overview with dashboard demos:
  - MX Unified Threat Management and SD-WAN.
  - MS Access & Aggregation Switches.
  - MR Wireless Access Points.
  - SM Enterprise Mobility Management.
  - MV Smart Security Cameras.
  - MI Application health and insights.
  - MG – Cellular Gateway.
  - MT – Meraki 'Things'
- Performing a Dashboard Demo to highlight key features:
  - Performing a quick-fire attention-grabbing demo of the dashboard highlights.
  - Choosing a suitable narrative when performing an extended demo.
- Considering Solutions and Verticals.
- How to position full-stack Meraki to customers to solve their pain points.
  - Customer conversations and trigger questions.
  - Objection handling.
- Licensing – Co-term vs. PDL, Tiers.
- Upsell and integration opportunities.
- Discover Meraki partner benefits:
  - The Partner Portal.
  - Creating a quote using CCW.
  - Meraki ordering process.
  - Partner resources and how to access them.
- Meraki support overview.
- Case-Studies examined
- What trigger questions to ask key customer stakeholders to help qualify Meraki opportunities and where the best insertion points are.
- Strategies to overcome objections.
- Where to find additional sales resources.

### 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.

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- ✓ 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

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