Selling Cisco DNA (SCDNA)

ID SCDNA   **Price** on request   **Duration** 1 day

Course Overview

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

Course Objectives

- 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.

Detailed Course Outline

- 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).

About Fast Lane

Fast Lane is a global, award-winning specialist in technology and business training as well as consulting services for digital transformation. As the only global partner of the three cloud hyperscalers- Microsoft, AWS and Google- and partner of 30 other leading IT vendors, Fast Lane offers qualification solutions and professional services that can be scaled as needed. More than 4,000 experienced Fast Lane professionals train and advise customers in organizations of all sizes in 90 countries worldwide in the areas of cloud, artificial intelligence, cyber security, software development, wireless and mobility, modern workplace, as well as management and leadership skills, IT and project management.

Fast Lane Services

✓ High End Technology Training
✓ Business & Soft Skill Training
✓ Consulting Services
✓ Managed Training Services
✓ Digital Learning Solutions
✓ Content Development
✓ Remote Labs
✓ Talent Programs
✓ Event Management Services

Training Methods

✓ Classroom Training
✓ Instructor-Led Online Training
✓ FLEX Classroom – Classroom & Online Hybrid
✓ Onsite & Customized Training
✓ E-Learning
✓ Blended & Hybrid Learning
✓ Mobile Learning

Technologies & Solutions

✓ Digital Transformation
✓ Artificial Intelligence
✓ Cloud
✓ Networking
✓ Cyber Security
✓ Wireless & Mobility
✓ Modern Workplace
✓ Data Center

Worldwide Presence
with high-end training centers around the globe

Multiple Awards
from vendors such as AWS, Microsoft, Cisco, Google, NetApp, VMware

Experienced SMEs
with over 19.000 combined certifications

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