Selling Cisco Meraki (SCMRKI)

ID SCMRKI   **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 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.

Course Objectives

- 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.

Detailed Course Outline

- 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).

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.

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