Selling Cisco Umbrella (SCUMB)

ID SCUMB   **Price** on request   **Duration** 0.5 days

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 Umbrella - Simplify, streamline, and scale your security with Cisco Umbrella. Cisco Umbrella offers flexible, cloud-delivered security. It combines multiple security functions into one solution, so you can extend data protection to devices, remote users, and distributed locations anywhere. Umbrella is the easiest way to effectively protect your users everywhere in minutes.

Course Objectives

- Overview the benefits of a cloud-based Secure Internet Gateway (SIG) and Secure Access Secure Edge (SASE) solutions based on Cisco Umbrella
- What trigger questions to ask key customer stakeholders to help qualify Umbrella opportunities and where the best insertion points are.
- Strategies to overcome objections.
- Where to find additional sales resources.
- How to demo the highlights of an Umbrella SIG solution.

Detailed Course Outline

- Shifts in the IT landscape
- Today's cloud-centric world
- Vision for Cisco's SASE architecture
- Cisco Umbrella key capabilities;
    - Visibility
    - Protection
    - Control
- Secure web gateway: full web proxy
- Umbrella remote browser isolation (RBI)
- Cloud-delivered firewall
- CASB functionality
- Secure SD-WAN

- Statistical and machine learning models
- Umbrella Investigate
- Umbrella Packages
- Case-Studies examined
- What trigger questions to ask key customer stakeholders to help qualify Umbrella opportunities and where the best insertion points are.
- Strategies to overcome objections.
- Where to find additional sales resources.
- How to demo the highlights of an Umbrella 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