

## Selling Cisco WebEx (SCWEBEX)

ID SCWEBEX 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 WebEx** - One app for everything. And everyone. Calling, meetings, messaging, and events in the cloud for teams of all sizes.

### Course Objectives

- Overview of the benefits of Webex
- What trigger questions to ask key customer stakeholders to help qualify Webex collaboration 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 Webex solution.

### Detailed Course Outline

- Works happens Everywhere – Hybrid Working explained
- The Connectivity Tissue - Across all devices, workspaces and customer journeys
- Cisco Webex explained:
  - Open
  - All devices
  - Call, Meet, Message, Contact Centre, Integration options
- Sales Tools:
  - Capability Maturity Model portal
  - Collaboration Sales Central
  - Sales Connect Collaboration Hub
- Case-Studies examined
- What trigger questions to ask key customer stakeholders to help qualify collaboration opportunities and where the best insertion points are for Webex
- Strategies to overcome objections.
- Collaboration Flex licensing explained

- Cisco Work Bundle explained
- Where to find additional sales resources.
- How to demo the highlights of a Webex 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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