
Cisco Collaboration AM Boot Camp

Duration: 1 Day **Course Code: COAM**

Overview:

With Cisco Collaboration Solutions, organizations can improve interactions, encourage innovation, and make better decisions faster by enabling people to connect, communicate, and collaborate like never before. Collaboration can deliver a return on investment (ROI).

Our exclusive AM Boot Camp training provides an introduction to Cisco's Collaboration Networks technologies, solutions, and resources. This Baseline training is designed as preparation for exam PSACAS-650-367, the exam required for CSSA - Sales Specialist for Collaboration Architecture.

In this course, Cisco channel partner account managers and sales professionals get a sales-focused introduction to the business value of Collaboration.

Target Audience:

Cisco Account Managers and Cisco hardware, software, and channel partner salespeople who need to prepare for Borderless Network certification.

Objectives:

- **After you completed this course you will be able to do and use:**
 - Describe and identify the capabilities of advanced Cisco Unified Communications network technologies and Cisco Collaboration solutions, and qualify an opportunity with a customer.
 - You will also describe or recommend the appropriate Cisco solution and services.
 - Cisco Unified Communication
 - Cisco Video products
 - Cisco Voice products
 - Cisco Contact Centre
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Prerequisites:

Attendees should meet the following prerequisites:

Testing and Certification

Recommended as preparation for exam

650-367 - Advanced Collaboration Architecture Sales Specialist

Content:

Overview

- Introduction
- Why Collaboration?
- What is covered?

Collaboration Strategies

- Traditional vs. Cisco Collaboration
- Business Concerns

Collaboration Solutions

- Trends and Business Drivers
- Cisco Unified Communications Infrastructure
- Cisco Communications Campus Infrastructure
- Cisco Integrated Services Routers
- Cisco Voice Gateways
- Cisco Call Processing Portfolio
- Cisco Voice Messaging Portfolio
- Cisco Unified IP Phone and Endpoints
- Cisco Unified Presence
- Deployment Scenarios
- Cisco Collaboration Architecture Mobile Solutions
- Cisco Collaboration Solutions
- Cisco Unified Contact Center Solutions

Customer Objections

- Decision Drivers for Key Customers
- Telecommunications Manager Objections
- Desktop Application Manager Objections
- Financial Manager Objections
- Operations Manager Objections
- IT Manager Objections
- Human Resources Manager Objections
- Marketing Manager Objections

Competition

- Strategies to Address Competition
- Positioning the Cisco Collaboration Architecture

Building the Business Case

- Use Case Scenarios
- Key Financial Terms
- Business ROI and Cisco Collaboration
- Constructing a Successful Financial Analysis
- AM Tools

Further Information:

For More information, or to book your course, please call us on Head Office +44 (0) 118 977 7700

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