

## Selling Annuity Software to Business Stakeholders (Virtual Delivery)

**Course Code:** SASBSV

**Duration:** 2 x 3.5hr sessions

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### Overview

Cisco has forecast that by the year 2020 over 40% of their annual sales will be reoccurring. This prediction comes from Cisco's shift from hardware to software. For Cisco's partners to succeed in this transition they need to concentrate on two equally important aspects of their business (Sales & Customer Success) each of these areas need to evolve at the same time to achieve sustainable success.

Recent reports indicate that business stakeholders are increasingly involved in the technical decision of their companies. It is worth noting that these decision makers are not necessarily making technical decisions but are seeking capabilities that enable them to keep pace with market trends and demands. Because business agility has become a critical component of these decisions, a growing number are acquiring capabilities through subscription based software licenses.

This virtual (two x 3.5 hour sessions) workshop is designed to enable partners' Account Managers (AMs) with the skills to sell Cisco's annuity software to the business stakeholders within their accounts.

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### Pre-Requisites

None

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### Objectives

At the end of this workshop, participants will:

- better understand the correct context for selling software and how it aligns with outcomes based selling.
  - be able to identify where their customers are currently investing resources (initiatives) and how Cisco's software will better enable them to achieve their desired outcomes over time.
  - know how to gain access to business stakeholders by creating messaging that aligns with their priorities and desired outcomes.
  - know how to create demand for Cisco's software by engaging in a business outcomes conversation with business stakeholders.
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### Target Audience

Account Managers, Intermediate to Seasoned

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## Content Overview

### VIRTUAL SESSION ONE (3.5 HOURS)

#### I. UNDERSTANDING THE CONTEXT

Selling software is unlike selling hardware. All too often AMs are selling in the wrong context; they are trying to address a current need with current budget. This is most often because they are selling to IT. Selling annuity software requires we sell in the correct context to the correct stakeholders.

The purpose of this module is to familiarize participants with the context of decision making within the executive suite. What drivers are affecting their business, who is responsible for keeping pace and what role can software play? Topics in this module include:

- What are the industry drivers that are impacting your customer?
- Who are the stakeholders responsible for keeping pace?

#### II. LOOKING FOR MOMENTUM (aka: Identifying Opportunities)

Sir Isaac Newton's first law of motion simply states that "An object at rest stays at rest and an object in motion stays in motion". Since selling software requires we sell in the context of change it is necessary to identify our customer's current initiatives of change.

The purpose of this module is to equip sellers with the skills to identify their customers' current initiatives, the measurable business outcomes they are trying to achieve and the stakeholders responsible for these outcomes. Topics in this module include:

- Identifying Initiatives, Goals and Stakeholders
- Measurable metrics

### VIRTUAL SESSION TWO (3.5 HOURS)

#### III. CRAFTING YOUR APPROACH

With an increased number of software decisions being made by business stakeholders, it is imperative that AMs gain access to these important decision makers. An important component of this effort is our ability to use messaging that resonates with their desired business outcomes.

The purpose of this module is to equip participants with the skills to create messaging that resonates with the targeted business stakeholder. Topics in this module include

- "Working with" or "Going around" IT
- Effective "Business Outcomes" messaging and addressing ITs concerns

#### IV. ARTICULATING THE VALUE

All too often sellers believe they are articulating business value when they provide a "savings ROI" to cost justify their solutions. Cost justification is not business value, and this is especially true with software. In many cases the long-term cost of software subscription fees will exceed the outright purchase of the software.

The purpose of this module is to equip participants with the skills to engage in a business outcomes conversation with business stakeholders. At which time they can effectively articulate the value of Cisco's annuity software as a means of achieving their desired business outcomes and further extend the value over time. Topics in this module include:

- Business outcomes conversation framework
- Opex versus Capex