



ValueSelling Solution for Cisco Systems

SUCCESS

www.valueselling.com

ValueSelling's Client Industries:

Technology

Telecommunication

Manufacturing

Healthcare

Financial

WHAT IS VALUESELLING ?

ValueSelling Associates, based in Rancho Santa Fe, Calif., is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped FORTUNE 1000 business-to-business sales organizations compete and win in markets crowded with seemingly similar products and services. ValueSelling Associates has maintained its position as a leader in the industry by continually evolving to meet the new challenges sales forces face. Clients turn to the experts at ValueSelling Associates for classroom training, online training and consulting services that yield immediate impact, repeatable strategies and sustainable results.

Cisco Systems is the world's leading provider of internetworking solutions. Although a majority of their growth was fueled by the Internet explosion, Cisco had also acquired a significant number of companies to broaden their product portfolio.

Critical Business Issue

- Drive more products through the reseller channels
- Improve the qualification skills of the resellers
- Improve the management of the reseller relationship with Cisco

Problems

Cisco viewed their main challenge as their resellers were narrowly focused on selling routers and switches, which is a small subset of the Cisco product line. In addition, the level of selling and qualification skills of the resellers were varied.

Solution

Cisco believed that the solution was to implement a common framework so that the resellers could develop a unified and more precise selling and qualification skill set. Cisco also developed their resellers to sell a broader solution set, which led to having the reseller team call higher and broader in the organization.

The ValueSelling Contribution

ValueSelling provided the Cisco resellers with a framework for understanding their customers' business and where the Cisco products could impact that business. Cisco also implemented our format for accessing the decision maker, building rapport, and conversing with executives.

Value to Cisco Systems

The biggest value to Cisco is that they were able to develop a committed partnership with their resellers so that the resellers prioritized the Cisco products in their solution portfolio. Cisco began measuring an increase in the number of products included in each opportunity, and their access to the real decision maker became more common place.