



FinListics
SOLUTIONS



Changing With the Times

How Finlistics retrained Cisco's sales team to focus on services.

THE CHALLENGE

CREATING A COMPETITIVE ADVANTAGE

Cisco has been a leading American hardware networking company since 1984. Over the years, they have been able to help companies accelerate their digital strategies. Given that Cisco lives in a very competitive environment, they began to face several issues like price wars with competitors, long sales cycles, and having to reskill their salesforce to move from being product-centric to service-centric.

Realizing the need to mix their revenue steam and leverage their secure platform to obtain predictable and profitable growth, they turned to FinListics to guide them in their digital transformation. The goal? To equip its sales organization with the skills and messaging to execute the new strategy.



THE SOLUTION

COMBINING THE POWER OF CLIENTIQ WITH A NEW SALES METHODOLOGY

Cisco aligned its business units to create a common approach to their transformation. Cisco's Sales Academy selected key learning partners, including FinListics, to customize and deliver a global program that enabled sellers to navigate the complexities of software sales in the age of digital transformation.

The sellers worked with FinListics' executive coaches to understand the headwinds that industries face, how they're dealing with it, and how Cisco can help. Cisco also integrated FinListics' ClientIQ tool into their learning programs so that sellers could quickly and easily understand their customers' financial performance as well as the financial impact that Cisco solutions can deliver.



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CISCO™

THE RESULTS

ROBUST SALES TRAINING PROGRAM

DIFFERENTIATE CISCO'S SOLUTION OFFERINGS

With an improved sales training program in place and client insight available with a touch of a button, Cisco was able to roll out a sales training program that helps their sales team drive conversations that engage and convert worldwide.

Sellers that participated in the workshops and used ClientIQ benchmarked an increase in sales for the targeted solutions against those that didn't attend the workshops. The streamlined tool allows for consistent messaging, and sellers report higher levels of confidence in calling higher in the organization. One account team secured a deal with a client that marked their single largest IT spend. To add to this success, the NPS for the program is consistently 90+.



**SECURING THE SINGLE
LARGEST IT SPEND
for that sales team to date.**