Business Architecture Sales Support Workshop

Category: Infrastructure & IT Operations | **Vendor:** Various

Duration: 8.00 hours (1 days) **6.5 CPD Hours** **Rating:** ⭐ 4.6 (5,878 reviews)

Course Information

Delivery Format: Instructor Led - Online

Course Overview

The morning will be mostly theory based with a focus on the fundamental concepts and principles of the Business Architecture methodology. The afternoon will maximise attendee engagement and interaction through case- studies and practical exercises along with accompanying presentations and discussions.

Post Workshop Coaching

Additional coaching can be provided following the workshop to reinforce the theory taught and to provide additional guidance and thought-leadership on existing on-going deals.

About This Course

The Cisco Business Architecture approach is a high-level methodology for enhancing the way that Cisco Partners do business with their customers and is aligned to the customer journey.

Business architecture is becoming more relevant across industries as companies digitise and digital disruption increases with investment decisions becoming increasingly more complex and the need to demonstrate tangible business value.

This sales support workshop provides the key learning and relevant tools for individuals who have the desire to become a practicing Cisco Business Architect and help Partner Plus Partners drive business and generate demand for Cisco’s business solutions.

The course initially discusses the key stages of a customer journey from business vision to business value realisation. It goes on to explore the Cisco business architecture methodology and the four pillars of skills and competencies. Additionally, specific knowledge will be covered about understanding the business, the audience, and applying credible financial acumen.

Using either a case-study or live opportunity, attendees will determine the customer’s business maturity level, recommend the appropriate type of engagement, and then apply specific business tools to help them gain relevant customer knowledge, research and analyse the customer needs and then effectively articulate to the customer their current state of capability and develop and verify their target state.

As such, delegates will learn how to take a deeper look into their customer’s business, create the link between strategy and technology and be able to apply new tools and a robust business architecture sales methodology.

The workshop has a clear business focus - to make Business Architects and their proposed solutions business- relevant.

Prerequisites & Entry Requirements

General Prerequisites:

There are no specific pre-requisites for this training; although it might be beneficial to bring one or two live opportunities to the class to discuss, examine further and utilise in the afternoon practical exercises.

Learning Outcomes

Upon successful completion of this course, participants will be able to:

- Explain the role of the Cisco Business Architect within the customer journey.
- Describe the phases of the Cisco Business Architecture methodology and the different customer maturity levels for engagement.
- Explain how the business vision translates into business objectives to help determine business priorities, business capabilities, business solutions and business outcomes.
- Describe the components of a business model.
- Identify internal and external business influencers.
- Identify relevant and potential audiences in a business architecture engagement.
- Describe the different types of financial considerations for making investment decisions.
- Explore the anatomy of a discounted cash-flow analysis.
- How best to articulate business value and realize customer success.

Detailed Course Outline

Morning

Introductions and Expectations

Module 1: The Customer Journey

The Customer Journey

A business-focused view of how the customer sees their business and what is relevant to them. We will define and explore the following terms: -

- Business Vision

- Business Strategy
- Business Capabilities
- Business Roadmap
- Business Outcome Measurement
- Business Value Realisation

Module 2: Cisco Business Architecture Methodology

Methodology

We will review the methodology and the associated tools to help focus on the following phases: -

- Knowledge of the customers business and Opportunities,
- Research and Analyse,
- Develop and Verify,
- Customer Commit,
- Deploy and Measure.

Business Roadmap

The value of a business architecture approach is the creation of a business roadmap that enables the business to transform from its current business state to its target business state. We will examine a business roadmap and the categorisation of related business solutions as: -

- Foundation,
- Enabling,
- Impacting.

Business Maturity Level

Businesses have different maturity levels and we will examine and then consider each level has a specific type of engagement.

- Technology Specific,
- Technology Architecture,
- Business Solutions,
- Business Transformation.

Module 3: Understanding the Customer Environment

SMART Framework

In addition to defining the business priorities, requirements, capabilities, solutions, and outcomes, it is important to understand the additional factors that drive the target state of the business.

We will consider the SMART framework to help define effective priorities and objectives.

Business Gap Analysis

The target state sets the stage for conducting a gap analysis which determines what business capabilities are no longer applicable, the capabilities that need to be transformed, or new capabilities required by business target state.

Business Model Canvas (BMC)

A business model consists of the components that enable a business to be successful and is used in business architecture to articulate the current and target states of the business.

Here we examine the Business Model Canvas (BMC) and how best to use this relevant and valuable tool to help articulate current and target business states.

Module 4: Understanding the Customer Audience

To describe the characteristics of personas and then compare and contrast stakeholder views and viewpoints.

To consider the characteristics of different audience, leadership and management styles and explain the importance of customer relationship management in a business architecture engagement.

Afternoon

Module 5: Financial considerations and articulating Value

Consider how investment decisions are made and how Return on Investment (ROI) is realised.

To clearly understand the following financial terms: ROI, TCO, IRR, NPV, Chargeback, Showback and Payback and how they are used to support investment decisions and in support of a discounted cash-flow analysis.

Module\t6:\tApplying\tthe\tBusiness\tArchitecture methodology

To apply the Business Architecture methodology to either a fictitious case-study or to an attendee submitted live opportunity with the help of four practical workshop exercises employing some of the valuable business tools we covered during the morning session: -

- Exercise: Determine the customer Business Maturity Level,
- Exercise: Create a current-state BMC,

- Exercise: Create a target-state BMC,

- Exercise: Consider the relevant inputs to a basic discounted cash-flow analysis to help articulate value in executive relevant terms.

Module 7: Articulating Business Value

Finally, to create a customer-centric Impact Statement to help articulate the business value in changing from current to target states.

Course Wrap

Partner Enablement resources reviewed:

- Assets available on SalesConnect

- Deal Reviews and Coaching Sessions

Skills You Will Learn:

- Explain the role of the Cisco Business Architect within the customer journey.
- Describe the phases of the Cisco Business Architecture methodology and the different customer maturity levels for engagement.
- Explain how the business vision translates into business objectives to help determine business priorities, business capabilities, business solutions and business outcomes.
- Describe the components of a business model.
- Identify internal and external business influencers.
- Identify relevant and potential audiences in a business architecture engagement.
- Describe the different types of financial considerations for making investment decisions.
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- How best to articulate business value and realize customer success.

Frequently Asked Questions

Q: What delivery options are available for Business Architecture Sales Support Workshop?

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
- Traditional Instructor-Led Classroom Training (ILT)
- On-site delivery at your offices anywhere in United Kingdom
- Private dedicated courses customized for your team

Q: How many CPD hours does this course provide?

The 1-day Business Architecture Sales Support Workshop course provides up to 6.5 CPD hours of structured learning. CPD certificates can be provided upon request.

Q: What is the duration of the Business Architecture Sales Support Workshop training?

The training takes place over 1 day(s), with each day lasting approximately 8.00 hours including breaks for lunch and refreshments.

Q: Do you provide corporate training for Business Architecture Sales Support Workshop?

Yes, we provide corporate training, dedicated training, and closed classes for Business Architecture Sales Support Workshop. Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

Q: What related terms do people search for?

Popular related searches include: Business Architecture Sales Support Workshop, Digital Transformation, BASSW

Q: Why choose Nexus Human for Business Architecture Sales Support Workshop?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024

Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your Business Architecture Sales Support Workshop training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

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