Businesses today are increasingly diverse and need to adapt very rapidly to ever changing market requirements. This is changing the way these businesses are operating in the market. Information Technology is rapidly becoming the backbone of most businesses today, with executives clearly seeing the value they can derive from utilizing IT well.

The Digital Cognitive ™ was conceptualized with the above as its philosophy which is ‘Cognitive Value of IT’ to help realize such value from their IT assets. The company provides value added services in 3 areas:

CTO Services

Competency Development

Pre Sales Trainings

The Digital Cognitive ™

3BM-412, HRBR 3rd Block
Bengaluru 560043

080 2544 0142 or +91 98860 08724

digital@thedigitalcognitive.com

www.thedigitalcognitive.com

cognitive value of **IT**

The Digital Cognitive ™

solution sales training

THE COMPETITION TODAY IS KEENER, THE CHALLENGE IS TOUGHER …
AND THAT IS WHY SOLUTION SELLING IS MORE IMPORTANT THAN EVER

VOICE OF OUR CUSTOMER

We find Digital Cognitive to be extremely competent and they tailored the Pre Sales workshop to suit our specific needs. The use of practical role-plays, case studies and theory ensured excellent participant interaction. The delivery style and pace suited the group and each attendee left with skills/knowledge relevant to them. The facilitator was of very high standard and the seminar was excellent. The feedback from our employees who attended the session was very positive and this is a testament to the quality and experience of the facilitator."

Quadra Systems, Coimbatore

TRAINING OVERVIEW

Sales today is all about solution selling and not just based on products or features. Solution selling is both an Art and a Science. Keeping this in mind, we have developed a unique 1 day workshop that gathers 17 years of solution sales experiences, melding it with a core philosophy of crafting a solution to a business need and combining it with the art of partnering with sellers. Our workshop covers the salient aspects of solution selling namely:

- *Partnering effectively with your Sales team* – Pre Sales and Sales are a handshake which truly delivers value
- *Eliciting the Business Need* – In most cases, a critical understanding of the business need from the customer is the starting point of all Sales
- *Proofs Of Concept* – A POC ideally should be a exercise which is oriented to showcase the solution and your ability to adapt it to the business need
- *Crafting your Solution* – Learn how to distil the requirements and create the best possible solution with the immediate, near and long term view
- *Closing the deal* – Closure is much more than discounting, it is melding all efforts to closing the deal with a win-win for the customer and you
- *Role Play* – A complex role play which involves solutioning a Hybrid solution with O365, Azure and Local Data Centre

Critically at the end of the workshop, attendees will learn how to transform from a Solution Specialist to a Trusted Advisor to their customers

technology and people – this amalgamation delivers true value

TDC WORKSHOPS

Standard Training Courses – Our top-notch training, that can be delivered onsite at your facility, will help you get the most out of your investment. We have a predefined set of topics, combined with different forms of experiential learning using role plays and case studies, where the attendees can gain a greater insight into core business problems - providing 'real life' context.

Tailored Training Courses – The workshop can be tailored for you, to your specific business priorities and will focus on the key high priority challenges your organization is currently facing.

MEET OUR TRAINER

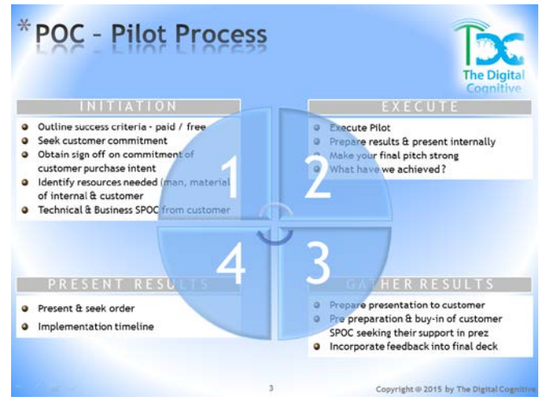
Shivaram Venkatesh has 18 years of experience in IT, beginning as an Entrepreneur and then assumed key leadership roles in Microsoft and technical roles with IBM. He carries varied experiences in Pre Sales, Sales Management, Marketing and Services (Consulting and Product Support).

THE TARGET AUDIENCE

- Individuals involved with Technical Sales
- Individuals involved with Solution Sales
- Sales Managers

Microsoft Azure

Office 365



The Digital Cognitive™

TRANSFORM FROM A SALES TEAM MEMBER TO A DEAL MAKER
BE WELL EQUIPPED TO DEMONSTRATE TO THE CUSTOMER THAT YOU CAN TRULY SOLVE A BUSINESS PROBLEM
TRANSITION FROM A PRODUCT DEMO SPECIALIST TO A TRUSTED ADVISOR TO YOUR CUSTOMER