



BUILDING TRAINING SOLUTIONS  
FOR THE IT WORLD

## Advanced Unified Communications for Cisco Account Managers

**Days:** 2  
**Format:** Instructor-Led  
**Class Code:** AUCAM  
**Certification Exams:** None  
**Certification Track:** None

### Recommended Course Sequence

Knowledge of prerequisites  
noted below.

*Course content is subject to change  
without notice.*

### Course Description:

This course is designed exclusively for Cisco Channel Partners and Account Managers and prepares you for the Advanced Unified Communications for Account Managers exam (646- 230 AUCAM), a component of Cisco's Advanced IP Communications Sales Specialist certification track. Achieving this advanced Unified Communications certification, with an emphasis on voice solutions for the enterprise, demonstrates that you have the knowledge and skills necessary to effectively assess, recommend, and guide implementation of IP communications solutions tailored to address specific customer needs.

### Target Audience:

Cisco Channel Partner and Account Managers who are preparing for an advanced Unified Communications certification.

### Prerequisites:

- CSE - Cisco Sales Expert (4.0).

## Course Outline

Lesson 1: Telecommunications Strategies
<ul style="list-style-type: none"><li>■ Overview.</li><li>■ Traditional vs. IP Telephony.</li><li>■ Business Concerns.</li><li>■ Conclusion.</li></ul>
Lesson 2: Cisco Solutions
<ul style="list-style-type: none"><li>■ Overview.</li><li>■ Convergence and IP Telephony Infrastructure.</li><li>■ Cisco Integrated Services Routers.</li><li>■ Cisco Gateways.</li><li>■ Cisco Call Processing and Messaging.</li><li>■ Cisco IP Phones and Endpoints.</li><li>■ Trends and Business Drivers.</li><li>■ Conferencing and Contact Management.</li><li>■ Opportunities for XML Applications.</li><li>■ Migrating to IP Telephony.</li><li>■ Positioning IP Telephony Solutions.</li><li>■ Conclusion.</li></ul>

## Advanced Unified Communications for Cisco Account Managers

---

### Lesson 3: Customer Objections

- Overview.
- Decision Drivers for Key Customers.
- Telecommunications Manager Objections.
- Financial Manager Objections.
- IT Manager Objections.
- Human Resources Manager Objections.
- Marketing Manager Objections.
- Conclusion.

### Lesson 4: Competition

- Strategies to Address the Competition.
- Positioning the Cisco Solution.
- Conclusion.

### Lesson 5: Building the Business Case

- Overview.
- Key Financial Terms.
- Business ROI on IP Telephony.
- Constructing a Successful Financial Analysis.
- Conclusion.