
Cisco Sales Expert

Duration: 2 Days **Course Code: CSE** **Version: 6**

Overview:

The Cisco Sales Essentials (CSE) training provides an overview of Cisco's architectures and solutions. This two-day course focuses on helping account managers and sales engineers understand Cisco's architectures strategy, the needs these architectures address and the technologies that make these solutions possible.

Target Audience:

Cisco Account Managers and Cisco sales people who are new to Cisco and need a conceptual understanding of Cisco architectures and solutions as well as an understanding of how to sell the correct solution for their customers business needs. This course is required for individuals looking to achieve the account manager accreditation in Cisco's Channel Partner Program.

Objectives:

- **After you complete this course you will be able to:**
 - Recognize how Cisco products, solutions and architectures can enhance your profitability
 - Easily Identify the Cisco products that provide a better solution for your customers;
 - Describe to customers the value of Cisco solutions and architectures
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Prerequisites:

Attendees should meet the following prerequisites:

- Basic understanding of Networking products and solutions

Testing and Certification

Recommended preparation for exam(s):

- **646-206 CSE**- Cisco Sales Expert
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Follow-on-Courses:

The following courses are recommended for further study:

- AUCAM Advanced Unified Communications for Account Managers
- ARSAM Advanced Routing and Switching for Account Managers
- AWLANAM Advanced Wireless LAN for Account Managers
- ASAM Advanced Security for Account Managers

All of the above courses are part of Cisco's Channel Partner Program and relate to the account management role for the specified technology area. Channel Partners looking to achieve the new Architecture Specialisations should consider:

- BNAM - Cisco Borderless Networks for Account Manager Boot Camp
 - COAM - Cisco Collaboration for Account Managers Boot Camp
 - DCAM - Cisco Data Center for Account Managers Boot Camp
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Content:

Cisco Architectures for Business Transformation

- Cisco Architectures Overview
- Customer Value and Benefits
- Becoming a Value-added Business Partner
- Positioning Cisco Architectures for Partner Success

Cisco Partner Advantage

- Cisco Systems Company Profile
- Advantages of partnering with Cisco
- Cisco Partner Programs and Specialisations

Networking Basics

- Networking Fundamentals
- Network Types

Selling Borderless Networks

- The case for Borderless Networks
- Overview of Cisco's Borderless Networks Architecture
- Cisco Routing Solutions
- Cisco Switching Solutions
- Cisco Mobility Solutions
- Cisco Security Solutions
- Cisco Application Velocity

Selling Collaboration

- The case for collaboration
- Overview of Cisco's Collaboration Architecture
- Cisco Unified Communications
- Cisco Mobile Applications
- Cisco Customer Care Solutions
- Cisco Telepresence
- Cisco Conferencing Solutions
- Cisco Messaging
- Cisco Enterprise Social Software Solutions

Small Business Adventures

- The case for Small Business Architectures
- Overview of Cisco's Small Business Architecture
- Cisco Borderless Networks for Small Business
- Cisco Unified Communications and Collaboration for Small Business
- Small Business Services and Support

Selling Video

- Cisco Video Architecture Overview
- Cisco Business Video Portfolio
- Cisco Video Communications
- Cisco Video Content Solutions
- Cisco Surveillance Video Solutions
- How to Sell Video

Selling Data Center/Virtualisation and Cloud

- Cisco DC/V and Cloud Architecture Overview
- Cisco Data Consolidation
- Cisco Data Center Virtualisation
- Cisco Data Center Automation
- Cisco Cloud Offering
- Cisco Cloud Provisioning
- Cisco Data Center/Virtualisation and Cloud Ecosystem Partners
- Cisco Architectures
- Determining Cloud Needs

Enhancing Profitability Through Whole Offers

- Cisco Services
- Cisco SMART Business Architecture
- Cisco Capital
- Cisco Partner Incentive Program
- Cisco Sales Tool

Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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