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## Cisco Sales Essentials v6.0 E-Learning

**Duration: 1 Day**    **Course Code: E-CSE**

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### Overview:

This course provides partner account managers (AMs) and sales engineers (SEs) with the introductory information they need to sell Cisco solutions. This course will help you understand the scope of Cisco solutions, the needs that the solutions address, and the key technologies that make the solutions possible. You will cover Cisco partnering and profitability, business transformation, Cisco architectures (borderless networks, collaboration, video, data center, virtualization, and cloud), small business, services, Cisco capital, partner resources, and networking basics. In this CSE training course, you'll gain the knowledge and skills you need to pass the Exam 646-206 CSE v6.0 and obtain certification, demonstrating your knowledge of Cisco technologies and solutions..

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### Target Audience:

Cisco channel partners who sell Cisco solutions, Account managers who are responsible for understanding customer needs and positioning Cisco solutions to address those needs Engineers who support sales of Cisco products.  
Channel partners and Cisco employees who are interested in learning about the Cisco solution portfolio and architectures.

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### Objectives:

- Sell Cisco architectures
  - Benefits of working with Cisco
  - Network components used in a common network
  - Cisco borderless network architecture
  - Cisco collaboration architecture
  - Cisco small business architecture
  - Cisco video architecture
  - Cisco data center and cloud virtualization architecture
  - Enhancing profitability with Cisco
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### Prerequisites:

- Basic understanding of networking products and solutions.

### Testing and Certification

- Cisco Sales Expert v6.0 (646-206)
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### Follow-on-Courses:

- Express Foundation
  - Express Unified Communications
  - Advanced Unified Communications
  - Advanced Security
  - Advanced Wireless LAN
  - Advanced Routing and Switching
  - Advanced Unified Fabric Technology
  - Advanced Unified Computing Technology
  - Advanced Borderless Network Architecture
  - Advanced Collaboration Architecture
  - Advanced Data Center Architecture
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## Content:

### **1. Course Goal, Objectives, and Flow**

- Additional References
- Your Training Curriculum

### **2. Cisco Architectures for Business Transformation**

- Cisco Architectures
- Customer Value and Benefits
- Becoming a Value-Added Business Partner
- Positioning Cisco Architectures for Selling Success

### **3. Cisco Partner Advantage**

- Advantages of Partnering with Cisco
- Foundations of Success
- Cisco Partner Programs and Specializations

### **4. Networking Basics**

- OSI Model
- OSI Layer Devices and Components
- Network Types

### **5. Selling Borderless Networks**

- Demand for Borderless Networking
- Borderless Network Architecture
- Cisco Routing Solutions
- Cisco Switching Solutions
- Cisco Mobility Solutions
- Cisco Security Solutions
- Cisco Application Velocity Solutions

### **6. Selling Collaboration**

- Demand for Collaboration
- Collaboration Architecture
- Cisco Collaboration Solutions

### **7. Selling Small Business Architecture**

- Demand for Small Business Solutions
- Cisco Small Business Architecture
- Cisco Small Business Solutions

### **8. Selling Video Architecture**

- Demand for Video Solutions
- Cisco Video and Medianet Architecture
- Cisco Video Solutions

### **9. Selling Data Center, Virtualization, and Cloud Architectures**

- Demand for Data Center, Virtualization, and Cloud Solutions

### **10. Enhancing Profitability through Whole Offers**

- Demand for Whole Offers
- Selling Cisco Service Contracts
- Cisco Smart Business Architecture and Partner Profitability
- Cisco Capital
- Cisco Partner Incentive Program
- Cisco Sales Tools

### **11. Conclusion**

## 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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