



Partner Enablement Guide



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As part of the effort to make it easier to do business with Cisco, the Latam Americas Partner Organization has created an event branding strategy to help set expectations, name audiences, articulate value, and establish a common "language" across all enablement events.

Additionally, enablement sessions for Latam are now presented in a single Integrated Calendar.

The new Calendar is designed to help you quickly find the right classes and training for each role. It is easier to find the information you need based on the job function, audience or technology focus.

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Fast Start

Multi architecture session in the beginning of each Quarter that focuses in sharing LatAm's priorities, programs and promotions that will enable Partner's Quarter success.

Logistics details:

Webex, Quarterly, Open to All Certified Partners

Audience:

Sales and Sales Engineer

Spanish:

Second Tuesday of the Q 10:00 (Mex time)

Portuguese:

Second Tuesday of the Q at 9:30 (Bra Time)

English:

Second Tuesday of the Q at 3PM (EST)

Architecture in Action

Bi-weekly WEBEX session focused on providing information on Releases, Promotions and Tools needed to boost sales and practices. Each session will cover one architecture including Enterprise Networking, Collaboration, Data Center and Cloud.

Logistics details:

Webex, Bi-Weekly, Open to All Certified Partners

Audience:

Sales and Sales Engineer

Spanish:

Tuesdays at 10:00 (Mex time)

Portuguese:

Tuesdays at 9:30 (Bra Time)

Sales Acceleration Series

Series of virtual sessions and actions focused on accelerating sales from a specific solution.

This program covers Positioning, Technical Deep Dive, Design Considerations and Tools as well as gives Participants priority access to Cisco's Virtual Engineering.

Once launched, each series happens weekly and lasting 3-4 weeks.

Logistics details:

Webex, 3-4 Weeks, Open to All Certified Partners

Audience:

Sales and Sales Engineer, with specified sessions for each one

Spanish:

Monday at 9:30 AM (Mex time)

Portuguese:

Monday at 9:30 AM (Bral Time)

Roadshow

Live Roadshows to develop Positioning in a specific Solution.

Logistics details:

Live Event, By Invitation Only

Audience:

Sales and Sales Engineer

Partner to Partner Connection

Partner to Partner Connection is a monthly session where Partners have the opportunity to connect with Independent Software Vendors (ISVs) that offer Cisco integrated solutions. It is the opportunity to get to know other Partners and complement your solutions portfolio.

Logistics details:

Webex, Monthly, Open to All Certified Partners

Audience:

Sales and Sales Engineer

Spanish:

Second Friday of the Month at 10:00 AM (Mexico time)

Consultative Selling

Program focused on value selling, demand creation and pipeline management.

Logistics details:

Live/Webex, 90 day Program, By Invitation Only

Audience:

Sales

How to Sell

Program focused on Business Outcomes applied to a specific Cisco solution. Covers advantages and differentiators, competitive solutions and how to handle objections.

Logistics details:

60 day Program, By Invitation Only

Audience:

Sales and Sales Engineer

Partner Platform Zone

Weekly Webex sessions focused on Cisco's several platforms. Learn about the Cisco Partner Program, ATPs, PEC, The Sell, dCloud, CVDs, CSAT, PMC and many more.

Logistics details:

Weekly, Open to all Certified Partners

Audience:

Varies by theme. Audience specified in the calendar.

Spanish:

Tuesdays at 12:00 (Mexico time)

Services to Sales

Services to Sales, S2S, was created to promote the services offered by Cisco; including: Smart Services, Technical Process and Technical tools, focused on increasing the technical capacity of the Partners and improve their sales.

Logistics details:

Webex, Monthly, Open to All Certified Partners

Audience:

Operations, Engineering, Services, Sales

Spanish:

Wednesdays at 11:00 (Mex time)

Portuguese:

Wednesdays at 3:00 (Bra Time)

Incentives Hour

The partner incentive programs provide partners a collection of flexible, easy-to-use programs that reward them with financial incentives for identifying and developing new opportunities, investing in technology or business solution practice development, and driving product migration. This initiative will cover Cisco's main Incentive Programs.

Logistics details:

Webex, Bi-weekly, Open to All Certified Partners

Audience:

Operations, Sales

Spanish:

Thursdays at 12:00 (Mex time)

Portuguese:

Thursdays at 3:00 (Bra Time)

Quoting Tools

Get the knowledge on how to use the sales Cisco purchase tools. Learn how to submit deals, generate quotes and orders, using CCW and CSCC.

Logistics details:

Webex, Bi-weekly, Open to All Certified Partners

Audience:

Operations, Sales

Spanish:

Thursdays at 10:00 (Mex time)

Portuguese:

Thursdays at 3:00 (Bra Time)

Velocity Learning Express

Bi-weekly Webex sessions targeted for Sales and pre sales engineering roles for Velocity Partners focused on Technology Foundation.

Logistics details:

Webex, Bi-weekly, Open to All Certified Partners

Audience:

Sales and Sales Engineer, Foundation Level

Spanish

10:00 (Mex time), Open to all Velocity Partners

Voice of the Engineer

Weekly Webex session focused on Positioning, Technical Deep Dive, Design Considerations and Tools. Each session will cover one architecture including Enterprise Networking, Collaboration, Data Center, Security and IoT.

Logistics details:

Weekly, Open to the all Certified Partners

Audience:

Sales Engineer, Intermediate Level

Spanish:

Thursdays at 9:30 (Mex time)

Portuguese:

Fridays at 9:00 (Bra time)

Design Clinics

Gives Sales Engineers guidelines on how to technically develop an opportunity covering Technical Overview, Whiteboarding, Creation of BOM's, and Ordering.

Logistics details:

Live or Webex , By Invitation Only

Audience:

Sales Engineer

Hands On

Gives Sales Engineers and Field Engineers hands on Experience in several Cisco solutions. This initiative unites all different Cisco lab offers including Gold Labs, SRE Labs or Local Labs.

Logistics details:

Live or Webex, By Invitation Only

Audience:

Sales Engineers and Field Engineers

Partner Virtual Team

Promotes the development of TOP Technical Expertise in Partners through deep dive technology update, competitive and design sessions.

Logistics details:

LIVE, By Invitation Only

Audience:

Sales Engineer, Expert Level

	Sales	Pre Sales Engineer	Field Engineer	Marketing	Operations	Executive
Velocity Learning Express	(+++)	(+++)				
Architecture in Action	(+++)	(++)			(+++)	
Fast Start	(+++)	(+++)		(++)		(+++)
Sales Acceleration Series	(+++)	(+++)				
Roadshow	(+++)	(++)				
How to Sell	(+++)	(++)				
Consultative Selling	(+++)	(+)				
Voice of the Engineer		(+++)	(++)			
Bootcamp		(+++)	(+++)			
Design Clinic		(+++)	(++)			
Hands on Labs		(+++)	(+++)			
PVT		(+++)	(+++)			
Incentives Hour	(+++)	(++)			(++)	
Quoting Tools	(++)	(++)			(++)	
Partner Platform Zone	(++)	(++)	(++)	(++)	(++)	
Services to Sales	(+++)	(++)	(+++)	(+)	(+++)	(+)
Softskills Series	(+++)	(++)				
Partner to Partner Connection	(++)	(++)				(+++)

(+++) Audience Intended (++) Extremely Relevant (+) Beneficial



PARTNER PLATFORM ZONE	(+++)	(++)	(+)
Sales	The Sell, Forecast	Cisco Capital, PEC	ATP,CVD
Pre Sales	PEC, PH, dCloud	Forecast	ATP,CVD
Field Engineer	PEC,PH		
Marketing	ZIFT		
Operations	PSS	CSAPP,CSAT	
Champion	PSS, CSAT, CPP	CMSPP,CSAPP,Cisco Capital	
INCENTIVES HOURS TOOLS	(+++)	(++)	(+)
Sales	PP, Cisco Rewards, APO, VIP, CSPP, CLOUD MDF		
Pre Sales	PP, Cisco Rewards	APO,VIP,CSPP, Cloud MDF	
Field Engineer			
Marketing		TPV	
Operations	TPV,PPE		VIP
QUOTING TOOLS	(+++)	(++)	(+)
Sales	CCW Quoting, CCW Configuration		
Pre Sales	CCW Quoting, CCW Configuration		
Field Engineer			
Marketing			
Operations/Services	CSCC		
Submitters	CCW Ordering		
SERVICE TO SALES	(+++)	(++)	(+)
Sales			TAC Process, RMA Process, Escalation Process, AS Overview
Pre Sales			TAC Process, RMA Process, Escalation Process, AS Overview
Field Engineer	TAC Process, RMA Process, Escalation Process, AS Overview; Troubleshooting Workshop		
Marketing			TAC Process, RMA Process, Escalation Process, AS Overview
Services		TAC Process, RMA Process, Escalation Process, AS Overview	
Operations	TAC Process, RMA Process, Escalation Process, AS Overview; Troubleshooting Workshop		

(+++)
Audience Intended (++)
Extremelly Relevant (+)
Beneficial

