



# Attach, Renew, Multiyear Service Incentive Program Overview

*Phase 6:  
May 1 – August 31, 2007*



*ARM Yourself to Sell More Cisco Services*

**For Canadian Partners**

# Topics

- ARM Program
- Learning opportunities
- Benefits
- Eligibility
- More Information



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# The Power to Sell Services Effectively

## Channel partners need to:

- Target the right customers
- Create demand for valuable services
- Sell complete solutions

The ARM Service Incentive Program helps you take advantage of Cisco's expertise to sell services more effectively

# ARM Yourself to Sell More Services

**A** – **Attach** services at point of sale

**R** – **Renew** service contracts

**M** – Execute **Multiyear** contracts



# The ARM Service Incentive Program Overview

- Designed for Cisco channel partners
- Focused on helping partners sell services effectively to Commercial customers (20-1000 employees)
- Provides periodic, self-paced learning opportunities
- Includes opportunities to be considered for joint marketing funds and demand generation participation
- Offers individual incentives to partners' sales staff
- Has specific eligibility requirements

# ARM Helps Partners

Improve  
profitability

by providing opportunity to be eligible for consideration for joint marketing funds for turnkey demand generation programs

Retain and  
satisfy  
customers

By empowering partners to sell the business value of Cisco services to commercial customers

Manage and  
grow their  
Cisco services  
business

By providing program support and ongoing training offerings

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# Targeted Learning Opportunities

Self-paced training can help you learn how to improve service attach rates, increase renewals revenue, and execute more multiyear service agreements

## Topics:

- Making the First Sale
- Selling Service for Uncovered Equipment
- Selling Service Contract Renewals
- Selling Multiyear Service Agreements
- The Value of Selling Services

See the [ARM Program Website](#) for specific target dates for each learning opportunity.

# Training Tools Provide the Knowledge You Need

- **Comprehensive Sales Guides**

Provide what you need to know about the market, Cisco technical support services, sales best practices, objection handling, and marketing campaign resources

- **At-A-Glance Reference Tools**

Provide easy access to service program overviews, service sales best practices, objections handling, and more

- **Learning Modules**

Help you learn about specific topics at your own pace and help you prepare for quizzes to test your knowledge

- **Quizzes**

Help you learn and earn!



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# Potential Partner Benefits

**Joint Marketing Funding**

**+**

**Demand Generation  
Opportunities**

**=**

**More Revenue  
Opportunity**

Active participation in the learning opportunities is key to a partner's opportunity to be eligible for joint marketing funds

# Joint Marketing Funds (JMF)

- For companies to be eligible for consideration for JMF, Companies must enter the JMF Opportunity Program during the program period
- Five sales representatives must complete self-paced quiz(zes) and achieve a minimum score of 90% during a program period
- To continue to have the opportunity to be considered each program period, program eligibility must be maintained

See the [Joint Marketing Fund Opportunity Program Terms and Conditions](#) site for detailed information about JMF eligibility

# Demand Generation Programs

- Partners who are awarded JMF use the JMF to participate in demand generation campaigns
- Quarterly campaigns may include:
  - Advertising
  - Telemarketing
  - Seminars
  - Direct Mail
  - Email Programs



# Individual Benefits

- Encouraged to participate in quarterly, self-paced, online training
- Complete ten-question quizzes
- Earn entries for each correct quiz answer for inclusion in random drawings for giveaways
- Register for individual sweepstakes on the ARM Program Website



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# Joint Marketing Funding Opportunities

## Demand Generation Opportunities

### To be eligible to participate, partners must:

- Be an Indirect Registered, Premier, Silver, or Gold partner purchasing from an authorized Cisco distributor or a Regional DVAR purchasing direct from Cisco
- Have booked with Cisco a minimum of twenty thousand dollars (USD \$20,000) of Cisco hardware products or ten thousand dollars (USD \$10,000) of Cisco Services between August 1, 2005 –July 31, 2006.
- Have a business profile with at least 50% of revenues derived from customers with 20-1000 employees
- Register for the program on the ARM Service Incentive Program Website [www.cisco.com/ca/go/arm](http://www.cisco.com/ca/go/arm) and after registration information is reviewed and registration criteria are validated, receive an e-mail confirmation of your registration

### To participate, partners must:

- Ensure that a minimum of five sales representatives complete the self-paced training programs with a minimum score of 90% on quizzes during the current program period

# Cisco ARM Service Incentive Program Sweepstakes Chance to Win Prizes

## To be eligible to participate, sales staff employees of eligible partners must:

- Be eighteen (18) years of age or older at time of entry and enter with employer's permission
- Register as a sales staff participant on the ARM Service Incentive Program Website [www.cisco.com/ca/go/arm](http://www.cisco.com/ca/go/arm)

## To participate, sales staff employees of eligible partners must:

- Complete ten-question quizzes (for services and for SMB Support Assistant)
- Earn entries for each correct quiz answer for inclusion in random drawings for giveaways

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# More Information

- **ARM Service Incentive Program Website**  
<http://www.cisco.com/ca/go/arm>
- **ARM Program Joint Marketing Fund Opportunity Program Terms and Conditions**  
<http://www.cisco.com/web/CA/go/arm/terms.html>
- **Cisco ARM Service Incentive Program Sweepstakes Official Rules**  
<http://www.cisco.com/web/CA/go/arm/terms.html>
- **Service Contract Center**  
<http://www.cisco.com/public/scc/>
- **Cisco CAM Locator**  
[http://tools.cisco.com/WWChannels/CAMLOC/jsp/cam\\_locator.jsp](http://tools.cisco.com/WWChannels/CAMLOC/jsp/cam_locator.jsp)
- **Cisco Technical Support Services**  
[http://www.cisco.com/en/US/products/svcs/ps3034/serv\\_category\\_home.html](http://www.cisco.com/en/US/products/svcs/ps3034/serv_category_home.html)
- **Cisco Service Expert Program**  
[http://www.cisco.com/E-Learning/pa/pec/csep/m01/m01\\_t01\\_p01.shtml](http://www.cisco.com/E-Learning/pa/pec/csep/m01/m01_t01_p01.shtml)

# Program Contacts

- **Send e-mail to [support@cisco-support.com](mailto:support@cisco-support.com)**
- **Call 800 GO-CISCO, option 1, option 4, option 2, option 4**  
**Hours: Monday - Friday, 7:00 a.m. - 4:00 p.m. PT**

# Register now!

[www.cisco.com/ca/go/arm](http://www.cisco.com/ca/go/arm)

## CANADIAN ARM INCENTIVE PROGRAM

Selling Cisco Services increases your revenues, strengthens customer relationships ... and gives you chances to win great prizes!

The Cisco ARM – Attach, Renewal, Multi-year – Service Incentive Program provides Cisco partners with practical steps to grow your Services business.



### Topics include:

- Making the First Sale
- SMB Support Assistant
- Selling Services on Uncovered Equipment
- Selling Service Contract Renewals

In addition to these sales & marketing tools, the ARM program now offers Joint Marketing Funds!

This NEW phase of ARM runs from August 1st to October 31st, 2006, so register today!

### Owners/Managers

#### ARM Rewards Companies

- Earn Joint Marketing Funds!

• Train to increase your business value

### Sales Reps

#### ARM Rewards Sales Staff

- Increase revenue with service contracts

• Train to improve your sales ability

