

How to Order Cisco Learning Credits

www.cisco.com/go/learningcredits

Log in to review sales tools for Cisco Sales and Channel Partners

Position Training, Determine Quantity, Quote, Order

• Position Training Early in the Sales Cycle

- Training is an ongoing customer need
- Successful deployment of new technologies requires a workforce with current skills
- Unburdens System Engineer; Decreases Day 2 issues
- A better educated customer drives adoption of advanced technologies
- Bottom line — that understand how to deploy and maintain their networks have fewer problems and are more satisfied and loyal

• Customer Benefits

- Buying in bulk and upfront saves time and money, while offering administrative simplicity
- Eliminates need to purchase training on an ongoing basis
- Integrating training from the start sets the stage for the most productive use of the network
- Unique tracking tool to redeem and manage training activities (Learning Credit Management Tool)

• Bundle Training with Every Quote

- Use capital expenditure funds and add training to an equipment order
- Insert sample description about Learning Credits into quotes or RFPs (url for document)
- Addresses RFP that requires training
- Upsell service contracts
- Offer as an additional service to an existing order
- Sell as a standalone item
- Place Learning Credit orders on our ship set
- Cisco Learning Credit Part Numbers and Channel Pricing

PART NUMBER	CREDITS	LIST PRICE
TRN-CLC-000	10 Pack	\$1,000
TRN-CLC-001	100 Pack	\$10,000
TRN-CLC-002	500 Pack	\$50,000
TRN-CLC-003	1500 Pack	\$150,000

Please be aware that the list price is correct on Cisco pricing tools, however, when using Cisco quotation and ordering tools, the price may default to the customers equipment discount. Cisco Learning Credit is a payment method and is not discountable; it is a pass through to the Cisco Learning Partner when the credits are redeemed.

On the quotation or the direct order, please override the discount if greater than 10%. If the discount is greater than 10%, the order will be flagged and a Customer Service Rep will contact the buyer for correction.

When an order is placed for Learning Credits, an RBS rule is applied to the order. That rule states that the Learning Credits cannot be discounted greater than 10%. The reason is that the Learning Credits monies are a strict pass through to the Learning Partners when the training is taken by the customer. When the customer uses Learning Credits to pay for training taken, the credits are redeemed at the face value of \$100 USD per credit. The Learning Partner then invoices Cisco for the training taken.

The Learning Credits, when purchased are booked into the Learning Credit Management Tool, an on-line data base that works like a bank account. The Sales Order number is the unique identifier that is given to the Learning Partner when the end user has decided on what training to take and when. The customer has access to the Learning Credit Management Tool to administer the credits purchased. The Learning Partner has access to the Credit Tool to debit the credits from the customer's account. When these Learning Credits become available in the tool, you (as the Account Manager) will receive a notification email from the Credit Tool asking for the contact information for the end user. You will need to input that information into the Credit Tool for the customer to have access to the credits.

Next Steps

• Bring in the Training Expert Learning Partner

- Cisco Learning Partners are available to help you
- Using a complimentary Training Needs Assessment, the Learning Partner can assist your customer in identifying their training needs and develop a plan
- A Training Map is also available to help the customer estimate the number of credits to purchase

• Accessing the Credits

- Credits are registered in an on-line database and are available for redemption with participating Cisco Learning Partners throughout the year
- An email will be sent to the Cisco Account Manager to identify an administrator for the Learning Credit Management Tool (LCMT), called a Customer Team Captain
- There can be multiple Team Captains per company; however, only one Team Captain per Sales Order
- Team Captain receives a welcome letter and access to the LCMT
- Team Captain authorizes others, termed Team Players, to use the LCMT

• Redeeming Credits /Take Training

- Customer contacts Cisco Learning Partner; selects training offering
- Credit tool is accessed at www.cisco.com/go/lcmt
- Customer gives Learning Partner Cisco Sales Order number as payment for offering (sales order number has been entered in the Credit Tool by Cisco)
- Learning Partner validates credits are available for redemption.. If Credit Tool accepts, Learning Partner completes registration and debits customer account accordingly
- Customer receives registration confirmation from Learning Partner and notification from the Credit Tool that the credit balance has changed

• Reporting

- Team Captain, Cisco Account Manager and Team Players opt-in to receive monthly account statements
- Credits expiring within 90 days are highlighted

- Transactions from previous month are listed
- Customer can generate activity and account balance reports

Learning Credit Resources for Cisco Sales and Channel Partners

<http://www.cisco.com/go/CLCPChannelResources>

Questions?

Please contact web-help@cisco.com