



Registered Partner Jump Start Plan

Welcome Cisco Registered Partner

Congratulations and welcome to the Cisco® Partner Program. In order to make your initial experience with us as easy and profitable as possible, please use this 30/60/90-Day Jump Start Plan as your road map to fast and efficient navigation through Cisco tools, training, and support. These sales support tools and trainings can be found in the [Partner Central](#) area of the Cisco.com Website. Your Cisco.com (CCO) login will be required to access Partner Central.

30 Days

In the first 30 days we recommend that you logon to Cisco.com and jump into looking at these activities. If you're a quick learner, jump ahead. The faster you go, the faster you grow. Make sure you check out the SMB University course offerings. They are free to you and give you technical training and business acumen training in one hour VODs. Start now and get your personal [Cisco.com \(CCO\) login](#).

- Visit [Partner Central SMB site](#) (CCO login required) for products, services and resources for partners focused on the SMB market
- Grow your business with [Cisco Capital](#) financing and learn the difference leasing can make for your business.
- Learn about the [Cisco Certified Partner Program](#) designed to help drive partner growth and differentiate your business.
- Download the [Cisco Registered Partner Logo](#) to be used in your marketing materials
- Join the [Cisco Services Accelerate](#) education program
- Talk with your Cisco Representative about building your opportunity pipeline
- Subscribe to the [Cisco Customized Partner Intelligence \(CPI\) Newsletter](#)
- View [Campaign Builder](#) and start planning first customized campaign
- Review [SMB University](#) training offerings
- Check out [Smart Business Roadmap](#) selling methodology
- View the [Services for Partners](#) site for all of the latest information and resources on Cisco services
- Review the [Smart Services for SMB Overview](#) and [At-A-Glance](#)



Customized Partner Intelligence (CPI) newsletter

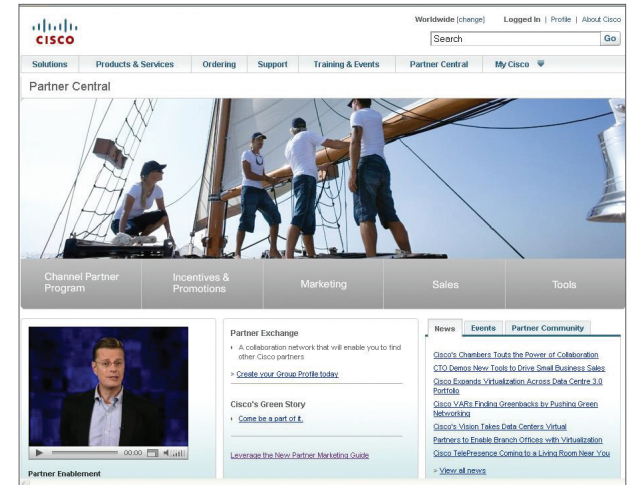


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60 Days

By now you should know who your Distribution Partner Account Manager is, have your Cisco logo, surfed around the Cisco.com site and discovered the marketing opportunities available to you. If you signed up for the CPI Newsletter, you should have already started receiving them. Now is a good time to see how you can use some key marketing tools such as, Smart Designs and marketing plays. Have fun going through this list and thinking up new ways to use Cisco tools to grow your business.

- [SMB Partner Practice Builder](#) gives you all the tools you need to build—or build upon—your IT services practice.
- Learn about [Smart Foundation Service](#) the entry-level technical support service that provides the support that small businesses need to help them maintain network reliability and minimize disruption to business.
- View [Steps to Success](#) and get an outline of the tasks required to complete a successful customer engagement.
- Review the [Cisco Partner Field Guide](#) that will help you optimize working with Cisco and building your services practice
- Visit [SMB Smart Design](#) and reference them for future installations
- Learn about [Solutions for Your Customers](#) that deliver business planning and technology planning together through a unified platform fine-tuned to the needs of small business.
- Review [Building A Smart Business Guidebook](#) for the Smart Business Communications System (SBCS)
- Visit [Market Cisco Technologies and Services](#) site for down loadable demand generation tools and templates
- Use [Campaign Builder](#) to assist in planning and executing a demand generation program
- Review [Cisco Capital Financing](#) offerings



Partner Central Website

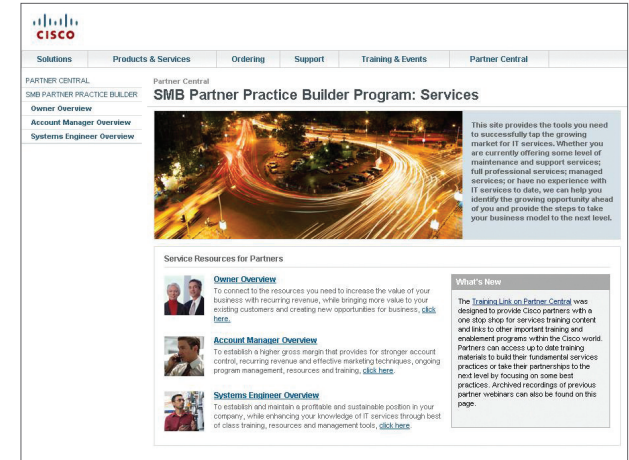


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90 Days

Are you up to speed with Cisco? By now you should have a demand generation plan. Also, now is the time to check into SMB University for more new training offerings. Bookmark all these sites and log on daily for new updates and programs. Let us know how you're doing and how we can help.

- Learn about the benefits of SMB Specialization and how to become a [Select Certified Partner](#).
- Visit [Cisco Partner Space](#), a virtual collaborative environment that facilitates collaboration between customers and partners, among partners, and between Cisco and partners.*
- Review the [SMB University](#) course catalog again and select another training course to help you build your Cisco business.
- Continue quarterly demand generation activity
- Call customers and follow up on your demand generation program
- View or listen to a [Cisco Interaction Network](#) broadcast on the latest business and technology trends for SMB (US)
- Review your Cisco marketing plan with your Cisco authorized distribution partner account manager or your Cisco sales representative



SMB Partner Practice Builder

* In order to establish a booth in Cisco Partner Space, you must become a certified partner