



# Channel Partner Program

## Select Certification

Quick Reference  
**Cisco Confidential**



## What is Select Certification?

Select Certification is the first step for partners within the Cisco Certified partner community. As a business that completes the Select Certification you are demonstrating to your customers a commitment to working with Cisco. This also shows a focus on the technology needs of the Small and Medium business customers.

## Why should you Invest in Cisco's Certified Channel Partner Program?

- **Your company will be listed in the [Cisco Partner Locator](#)**  
This is a valuable tool for customers wanting to engage with Cisco technology and work with Cisco partner by helping them locate a certified and specialized partner. Select partners are prioritized for SMB customer searches.
- **You will have access to Cisco's [Partner Education Connection tool \[PEC\]](#).** This provides free training on products, tools and solutions as well as mapping out partners' entire Cisco career education needs and history using the online Learning Map.
- As a Certified partner you will be **eligible to receive protected extra discounts on nominated new business opportunities** through using the Opportunity Incentive Program (OIP)
- As a certified partner you are able to use a market-recognized Cisco Select logo in all your customer-facing marketing activities
- You will access to resources at Cisco to help you navigate within the Cisco world and assist you in growing your business [www.cisco.com/go/partnereenablement](http://www.cisco.com/go/partnereenablement)
- Your technical staff have the invaluable opportunity of learning and practicing on Cisco's latest technologies via the [Partner Education Connection](#) (PEC). PEC contains hundreds of hours of online technology training, hands on labs, technology demonstrations and Cisco tool training. Any Partner employee with a CCO ID can access PEC.
- A dedicated helpline is open to you (Partner Relationship Team), to assist with any questions or problems you may encounter. This can be accessed via [www.cisco.com/go/prt](http://www.cisco.com/go/prt)



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## What benefits are specific to Select partners?

- Select is the first official level of Certification in Cisco's Channel Partner Program. By investing in this level of certification you are elevating your company above Registered partners and becoming officially recognised by customers and Cisco as being part of an industry recognised channel program.
- Select accreditation opens the door to the hottest new technologies designed specifically for the Small and Medium Business marketplace. These solutions cannot be sold by partners who are not certified within Cisco's Channel Partner Program. As a Select partner you will have access to specialised Cisco training designed specifically to help you to sell these new technologies.
- You will receive significant financial rewards for selling Cisco technologies designed for the Small and Medium Business marketplace through the Partner Development Fund program.  
[www.cisco.com/web/partners/sell/smb/programs\\_and\\_promotions/pdf.html](http://www.cisco.com/web/partners/sell/smb/programs_and_promotions/pdf.html)
- As a Select partner you will have access to instructor lead 'hands-on' training that is both local to you and in your local language. This is focused on the needs of the Small and Medium Business customer. The comprehensive training covers Sales, Technical and Business topics.  
[www.cisco.com/go/smbuniversity](http://www.cisco.com/go/smbuniversity)
- You will have access to Cisco's online marketing tool Campaign Builder which can help you execute joint marketing activities free of charge and drive sales [www.cisco.com/go/campaignbuilder](http://www.cisco.com/go/campaignbuilder)

## How do I become Cisco Select Certified?

There are four simple steps to becoming a Cisco Select Certified partner: -

- 1 Have an individual [or two individuals] study the SMB Specialisation education
- 2 Have this individual[s] pass the relevant exams: -

SMB Account Manager	SMB Engineer
650-175 SMB AM	650-180 SMB EN

- 3 Apply for the SMB Specialisation based on successfully passing all four exams. The Certification and Specialization application tool: <http://www.cisco.com/go/csapp>
- 4 Once SMB Specialisation has been ratified then apply to become Select Certified

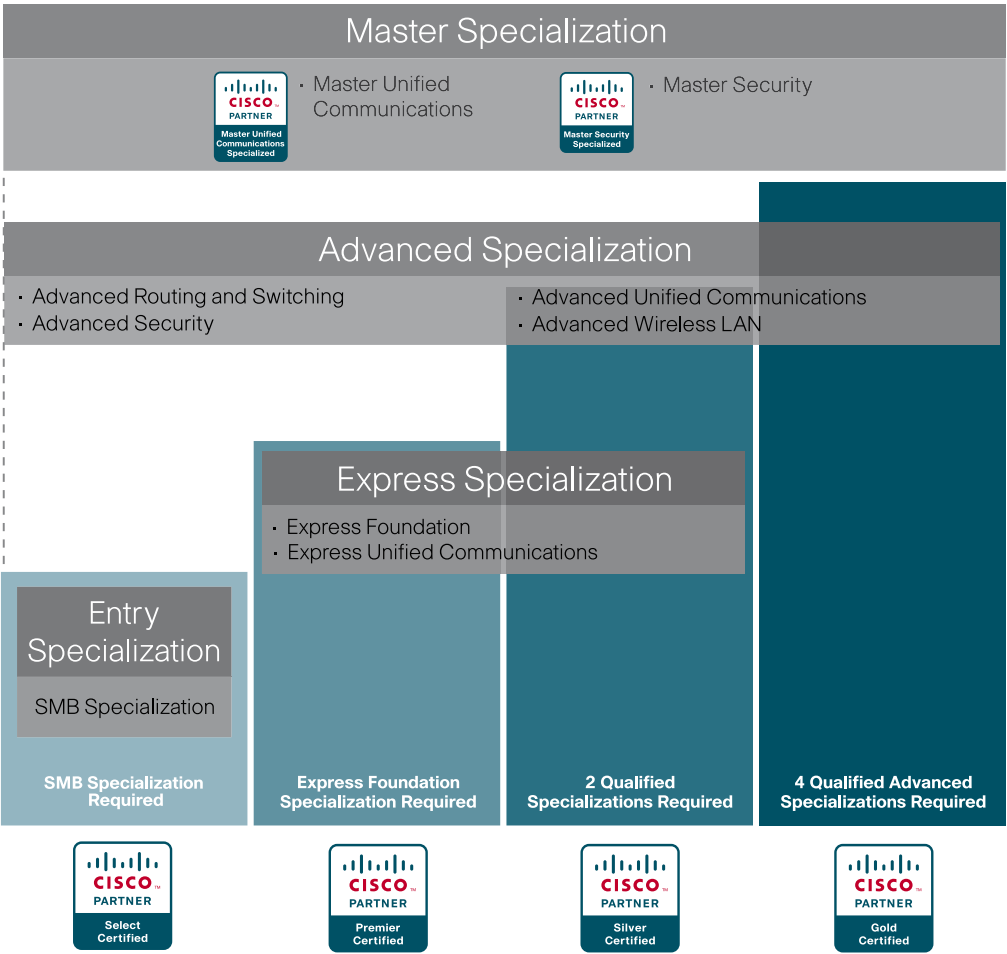
## Who should you contact to learn more about Select Certification?

You should consult your Channel Account Manager to learn more about Select Certification. You can also review the terms and conditions of the program on the Cisco website:- [www.cisco.com/web/partners/program/certifications/select/index.html](http://www.cisco.com/web/partners/program/certifications/select/index.html)

Download the Select Step-by-step guide at: [www.cisco.com/web/partners/downloads/partner/WWChannels/sales\\_marketing\\_resources/smb/documents/smb\\_select\\_stepbystep.pdf](http://www.cisco.com/web/partners/downloads/partner/WWChannels/sales_marketing_resources/smb/documents/smb_select_stepbystep.pdf)

# Cisco Channel Partner Resale Program Map

See below for overview of the channel Partner Program



## Integrated Skills Breadth

Cisco is committed to strengthening and continuing our value-based channel strategy. The industry-leading Cisco Channel Partner Program continues to offer certifications, specializations and incentives as the building blocks for its Resale Program.

Advanced and Master specializations can be obtained independently of a partner's certification status.

Cisco enables Partners to build on their investments and obtain new capabilities to capture their share of growing markets.

To find out more please visit [www.cisco.com/go/partnerprogram](http://www.cisco.com/go/partnerprogram)