



Cisco Sales Essentials v.6

Overview

The Cluster Learning Cisco Sales Essentials (CSE) course will provide Cisco & Channel Partner Account Managers with in-depth knowledge of Cisco products and solutions. By exploring the use of an architectural approach when engaging prospects and customers, attendees should be able to better align Cisco solutions when addressing customers' business problems.

This intensive two-day course will also help any attendee who needs to prepare for the Cisco Sales Expert (646-206) career certification exam.

Audience

Sales people, account managers & pre-sales staff who are responsible for customer engagement and selling Cisco Architecture solutions.

Prerequisites

Although not mandatory, some understanding of networking technologies & terminologies is desirable.

Duration

Two days

Objectives & Agenda

The goal of this course is to help attendees: -

- Describe to customers the value of Cisco solutions and architectures
- Recognize how Cisco products, solutions, architectures and partnering with Cisco can enhance partner profitability
- Engage with customers in intelligent conversations on Cisco solutions and offerings using an architectural approach
- Be able to sell, explain and package Cisco solutions for maximum benefit to the customer, the partner and Cisco alike

To that end, the following topics will be discussed: -

- Cisco Architectures for Business Transformation
- The Cisco Partner Advantage
- Networking Basics (a optional *refresher* on networking fundamentals)
- Selling Cisco Borderless Network Architecture
- Selling Cisco Collaboration Architecture
- Selling Small Business Architecture
- Selling Cisco Video Architecture
- Selling Cisco Data Center/Virtualization and Cloud Architectures
- How to enhance Partner Profitability