



Marketing Velocity On-the-Air

*Social Selling: Understanding and Enabling Your Seller's
Use of Social Media for Mutual Success*



Gina Passarelli

Social Selling Lead
Americas Marketing



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Program Manager
Partner Digital Experience

Agenda list

- 1 What is Social Selling?
- 2 Why is it important for Sales & Marketing?
- 3 Training Sellers on “the How”
- 4 Enabling with Content
- 5 Resources



What is Social Selling?

- *Social Selling is when sales people use social media to interact directly with their prospects, customers, and other influencers with the goal of providing value and building relationships.*
- *Social selling is the art of using social networks to find, connect with, understand, and nurture sales prospects. It's the modern way to develop meaningful relationships with potential customers that keep you—and your brand—front of mind, so you're the natural first point of contact when a prospect is ready to buy.*
- *Leveraging social networks, not social media*

The Key to
Social Selling is
Social, Not Selling

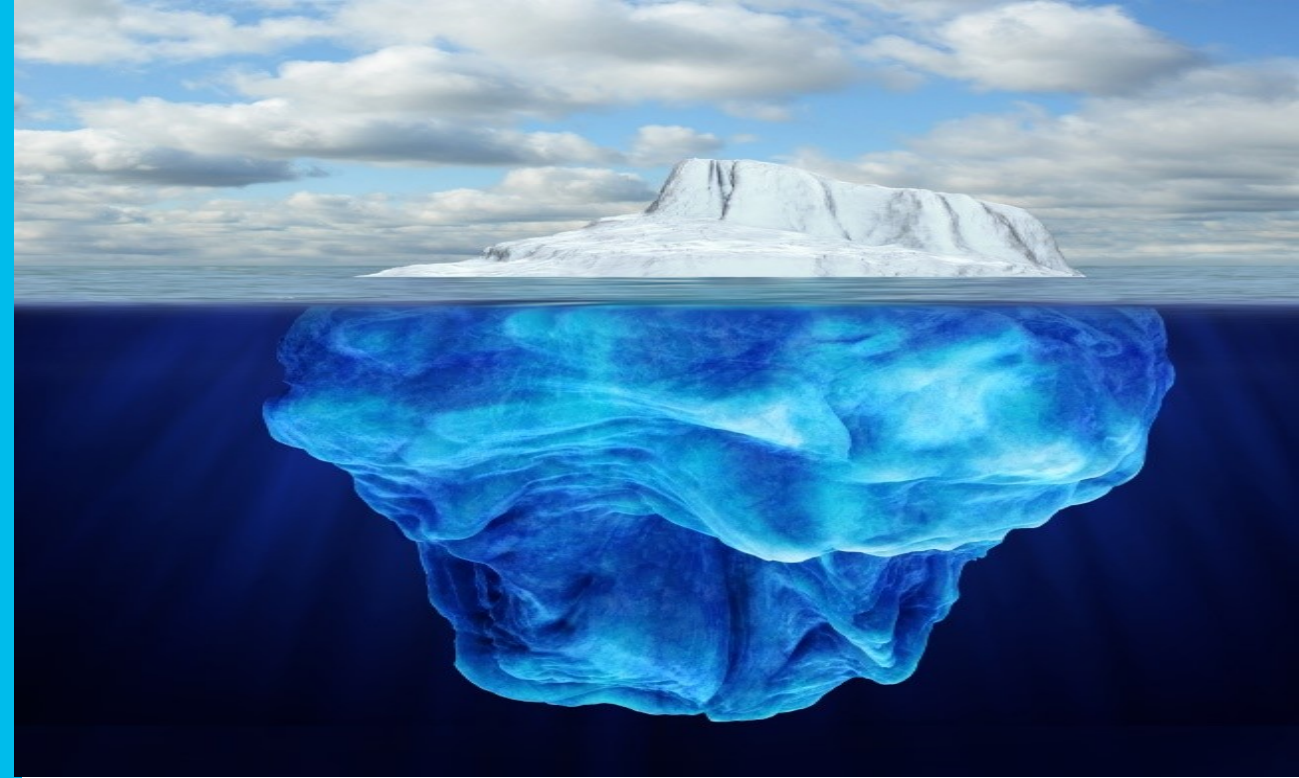


Social Media Marketing vs. Social Selling

	 Social Media Marketing	Social Selling 
Departmental Focus	Primarily marketing and marketing management	Marketing and sales alignment: Marketing enables with content; Sales engages customers & influencers
Audience	Communications to large groups and segments	Communications to smaller groups of customers – with an emphasis on individual customers’ needs
Organization’s Liaison	A faceless, nameless corporate account	A human with a face and a name

What we know

Our customers are Diligent,
Online and Connected



Social media usage
isn't always visible.

The 21st Century Consultant Seller

Key Attributes



Key Activities



You + Social

Customers prefer Authenticity and value Trusted Advisors

Your Social activity helps them find and validate you



Sellers will be your most active ambassadors

Cisco Sellers (Amer) are 36% of the active users of our company-wide social media content sharing tool – though they are only 8% of the Cisco population



The screenshot shows a social media post from Cisco. At the top left is the Cisco logo. At the top right, there is a profile picture icon with the number 910 and a menu icon. The main content of the post is titled "Social Ambassador Program" with the subtitle "Share your Cisco Story". Below this is a horizontal strip of images showing various people in office settings. The main body of the post features a large image of a nose with the text "THE NETWORK. INTUITIVE." and the Cisco logo. To the right of this image is a text block titled "Meraki Wireless Health: Assuring a pristine wireless experience" with a short paragraph of text. At the bottom right of the post, it says "94 total shares" and has a "Share" button. At the very bottom of the page, there are links for "My Content" and "Manage Subscriptions".

CISCO

910

Social Ambassador Program
Share your Cisco Story

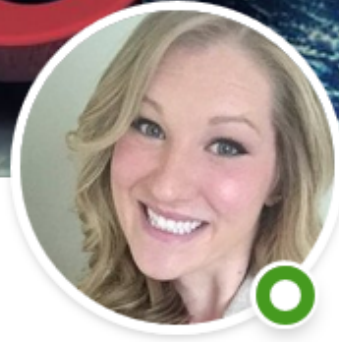
Meraki Wireless Health: Assuring a pristine wireless experience

Meraki Wireless Health will be rolled out to every Meraki wireless customer and is built around the idea that our networks can take better care of us.

94 total shares [Share](#)

[My Content](#) [Manage Subscriptions](#)

“Social media is great for establishing your brand and verifying your value.”



Chandra (Heffelfinger) Utke • 1st

Sales Account Manager at Cisco - KS | Transforming how people Connect, Communicate and Collaborate.

Cisco Systems • University of South Florida

Raleigh, North Carolina • 500+

Message

View in Sales Navigator

More...

I am an experienced sales account manager with a commitment to providing extraordinary customer service. I am extremely motivated and goal-oriented. I am dedicated to uncovering needs and helping customers overcome challenges through innovative and creative solutions. I am only successful when my customers are successful and I strive to be their go-to resource. Together, we can change the way you Live, Work, Play, and Learn!

Contact and Personal Info

Chandra's Profile
linkedin.com/in/cheffelf

Website
cisco.com (Cisco)

Phone
9199271040 (Work)

Address
Raleigh, NC

Email
cheffelf@cisco.com

Twitter
ChandraAtCisco

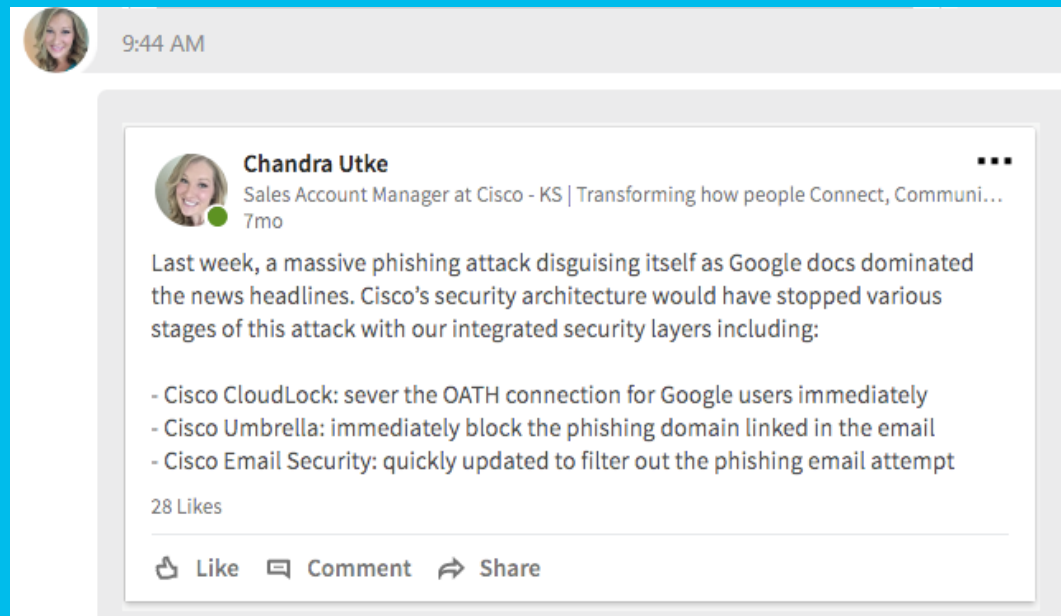
Birthday
March 2

Connected
September 22, 2016

Show less ^

Example: customer engaging on social post...

Chandra's LI post...



9:44 AM

Chandra Utke
Sales Account Manager at Cisco - KS | Transforming how people Connect, Communi...
7mo

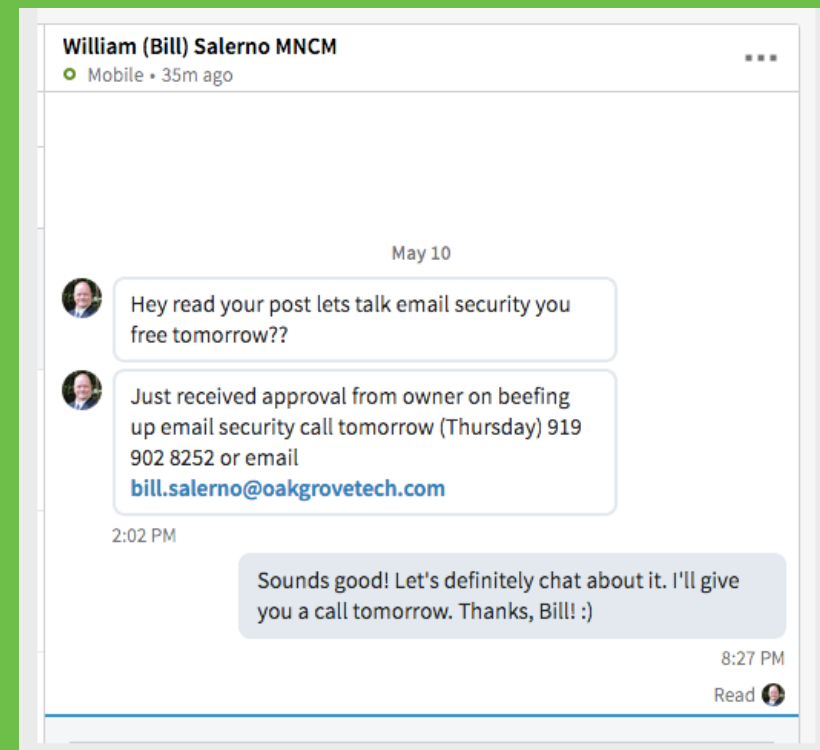
Last week, a massive phishing attack disguising itself as Google docs dominated the news headlines. Cisco's security architecture would have stopped various stages of this attack with our integrated security layers including:

- Cisco CloudLock: sever the OATH connection for Google users immediately
- Cisco Umbrella: immediately block the phishing domain linked in the email
- Cisco Email Security: quickly updated to filter out the phishing email attempt

28 Likes

Like Comment Share

Customer message via LI...



William (Bill) Salerno MNCM
Mobile • 35m ago

May 10

Hey read your post lets talk email security you free tomorrow??

Just received approval from owner on beefing up email security call tomorrow (Thursday) 919 902 8252 or email bill.salerno@oakgrovetech.com

2:02 PM

Sounds good! Let's definitely chat about it. I'll give you a call tomorrow. Thanks, Bill! :)

8:27 PM
Read

Example: customer engaging on social post...

Cisco AM on Twitter...



A screenshot of a Twitter profile for John Michael Cook (@johncookcisco). The profile picture is a circular portrait of a man with short brown hair. The header shows a large image of a baby wearing a blue superhero mask. The profile statistics are: 3,306 Tweets, 780 Following, 303 Followers, and 1,650 Likes. The bio reads: "99% of the time I just want to talk technology on this goofy site. Every once in a while I accidentally get political, or hilariousone of the two." It also shows he joined in August 2014 and has 6 followers you know. A tweet is visible below the bio, asking a question about Snapchat investors and featuring a photo of a woman wearing blue Snapchat glasses.

John Michael Cook
@johncookcisco

99% of the time I just want to talk technology on this goofy site. Every once in a while I accidentally get political, or hilariousone of the two.

Joined August 2014

Tweet to John Michael Cook

6 Followers you know

Tweets Tweets & replies Media

John Michael Cook @johncookcisco · 7h
Legitimate question as a Snapchat investor. Will these be worn by the under 30 crowd? bit.ly/2w6gLSM



Customer retweeting...



A screenshot of a mobile Twitter interface. At the top, the user's name is Scott Spradley (@spradley_tyson), with a bio: "Spreading & sharing thought provoking tech news ideas, discoveries & topics. CTO@Tyson. Views, comments & points of views r mine #Robotics #IoT #BigData." The tweet being retweeted is from John Michael Cook (@johncookcisco) from 17 hours ago, with the text: "Great insight on cyber security trends #RSAC @j_n_s bit.ly/2qQzaP2". The tweet includes a video thumbnail showing a panel discussion at the RSA Conference. The interface shows 1 retweet and 2 likes. The bottom navigation bar includes icons for home, search, notifications, and messages.

AT&T 11:58 AM 50%

Scott Spradley
@spradley_tyson

Spreading & sharing thought provoking tech news ideas, discoveries & topics. CTO@Tyson. Views, comments & points of views r mine #Robotics #IoT #BigData.

USA

1,076 Following 1,454 Followers

Tweets Tweets & replies Media Likes

Scott Spradley Retweeted

John Michael Cook @johncookcisco · 17h
Great insight on cyber security trends #RSAC @j_n_s bit.ly/2qQzaP2




1 2



Home Search Notifications Messages




Chuck Robbins
Chairman and Chief Executive Officer



Ruba Borno
Vice President, Growth Initiatives and Chief of Staff to CEO



Mark Chandler
Senior Vice President and General Counsel, Chief Compliance Officer



Joe Cozzolino
Senior Vice President, Services




Chris Dediccoat
Executive Vice President, Worldwide Sales and Field Operations





Gerri Elliott
EVP and Chief Sales and Marketing Officer





David Goeckeler
Executive Vice President and General Manager, Networking and Security Business




Rebecca Jacoby
Senior Vice President, Operations





Francine Katsoudas
Senior Vice President and Chief People Officer





Kelly A. Kramer
Executive Vice President and Chief Financial Officer




Maria Martinez
Executive Vice President and Chief Customer Experience Officer



Hilton Romanski
SVP and Chief Strategy Officer



Irving Tan
Senior Vice President, Operations



Karen Walker
SVP and Chief Marketing Officer



Where it begins – getting buyers to know, like and trust you and your company



Tweets **826** Following **322** Followers **892** Likes **1,337** Lists **10**

Following

Jeff Sharritts

@JeffSharritts1 Follows you

Sr. Vice President of Sales at #Cisco, Ohio State Graduate, Proud dad of four, Passionate about building diverse teams and driving impact through the vital few.

Joined January 2016

Tweet to

Message

84 Followers you know



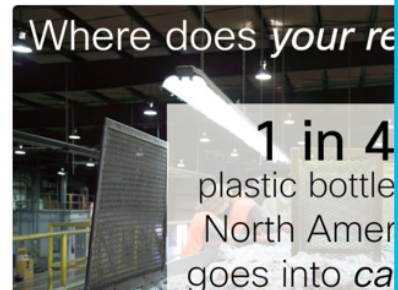
Tweets Tweets & replies Media

Pinned Tweet



Jeff Sharritts @JeffSharritts1 · 12 Dec 2017

In the next minute, 7000 recycled bottles will be made into a new plastic bottle. See how @Cisco is helping make this happen. #SuccessStoryTuesday #CiscoStories



Tweets **705** Following **594** Followers **2,526** Likes **675** Lists **1**

Rick Snyder

@RickSnyderNC

Senior Vice President, Cisco Americas Partner Sales, #CiscoPartners advocate. Proud husband & father of 4. Student of Leadership. Sports fan. Go Heels!

North Carolina, USA

Joined April 2016

Tweet to Rick Snyder

Tweets Tweets & replies Media

Pinned Tweet



Rick Snyder @RickSnyderNC · Feb 13

A Leadership Formula in the Era of Disruption



“Do what comes natural and show a desire to serve”



Nicole Wajer

@vlinder_nl

Engineer with social skills. #Geek Trying to Multitask in the 3rd



Tweets
7,574

Following
547

Followers
1,136

Likes
10.7K

Lists
11

Tweets

Tweets & replies

Media

↻ Nicole Wajer Retweeted



Ron Ricci @RonRicciCisco · Aug 15

Starting my 18th FY w this amazing company & it all started w @JohnTChambers offering me a job that played to my STRENGTHS: FOREVER



“Daily insights provide quick opportunities for engagement and ideas for content”

Tweets
4,207

Following
841

Followers
413

Likes
594

Lists
1

John Tecce

@TecceJohn Follows you

@Cisco Account Manager tweeting about cybersecurity, IoT, and all things enterprise tech. @penn_state alum. Views are mine.

📍 Philadelphia, PA

🔗 [linkedin.com/in/johntecce/](https://www.linkedin.com/in/johntecce/)

📅 Joined February 2014

Tweets

Tweets & replies

Media



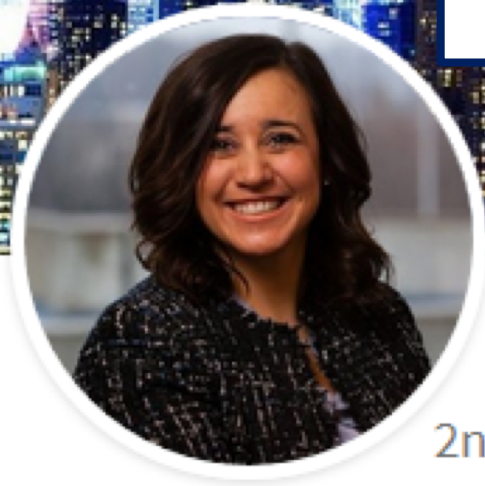
John Tecce @TecceJohn · 3h

Tune in tomorrow at 4:30 pm EST for our #CSCOQ4FY17 Earnings Call. Follow the highlights on Twitter. \$CSCO dy.si/bxKPL



“Sharing wins locally via social has led to same industry customer interest”

“I have a better talent bench because of my social networks”



2nd

Jaclyn Lanasa

Regional Sales Leader at Cisco; Delivering Business Outcomes through Technology Innovation and World Class People

Cisco • North Carolina State University - College of Management

Greater New York City Area • 500+ 

Social Selling meets many needs of our Sellers



Understand Customer Needs in Real-Time

“My customer is active on Twitter. I need to connect with them to see what decision makers are concerned about.”

Keep Up with the Competition

“Juniper and Microsoft have connected with my customer on LinkedIn and Twitter. I feel like I’m losing my advantage.”

Get Warm Introductions to Decision-Makers

“I can’t get anyone to return my phone calls and emails. I wish there was a way to see if someone at Cisco could introduce me to the CTO.”

Research My Customers Using Their Data

“As I start developing my account plans, it would be really helpful to have data about customers and decision-makers that is current and relevant.”

Establish Myself as a Technical Leader

“I feel like I’m having to prove my knowledge to my customers. I wish there was a way that they could trust my expertise before they met me in person.”

Spread the Cisco Message

“My customer is a great candidate for the ASR platform. Can I share information about how the ASR will transform the publishing industry?”

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Top 8 Steps to Social Selling @Cisco

Update Your Profiles

Clean Up Your Social Networks

Monitor & Listen to Your Networks

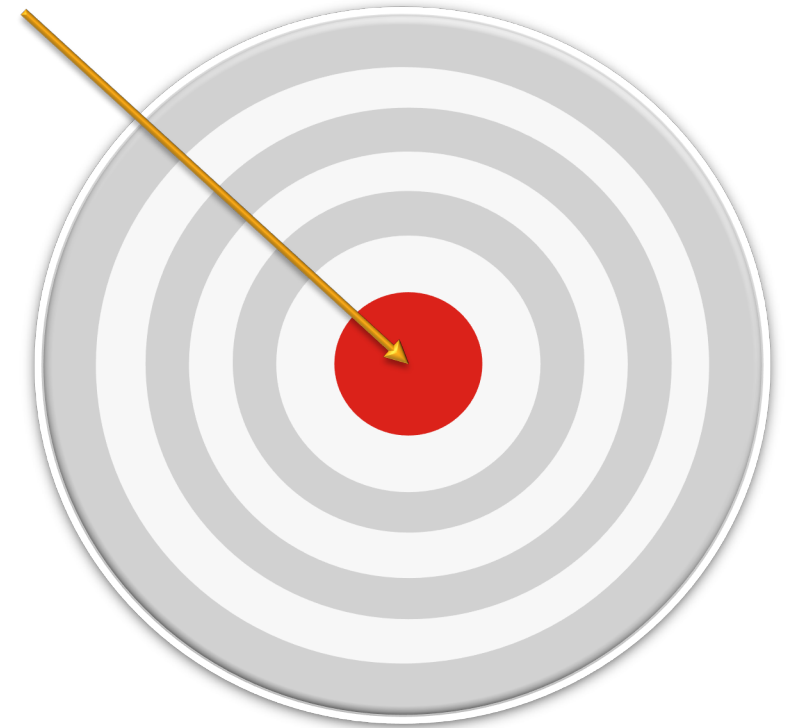
Engage 😊

Share Your Voice (Content)

Establish Your Rhythm

Take Action on Important Signals

Grow your networks, deepen relationships and reap the benefits!



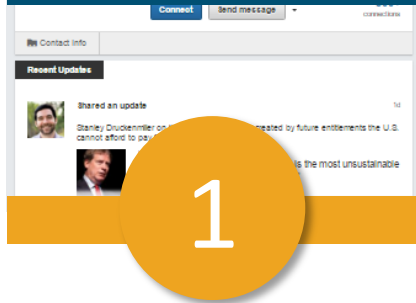
Check Your Social Selling Index Now!

SSI measures success with digital selling on LinkedIn

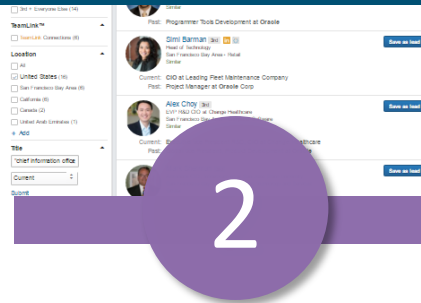
Driven by practical and scalable actions each scored out of 25, with a maximum score of 100



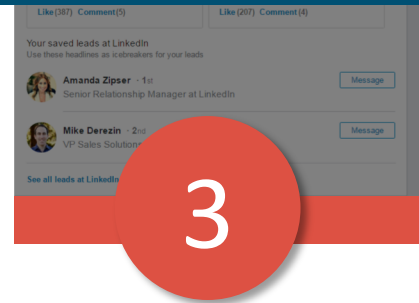
Check your score: <https://www.linkedin.com/sales/ssi>



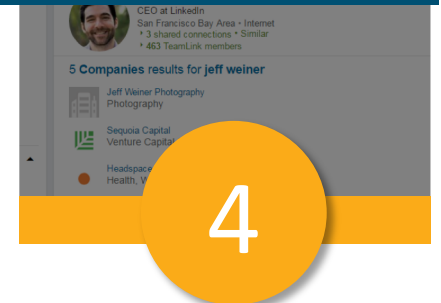
Establish a professional



Find the right people



Engage with insights

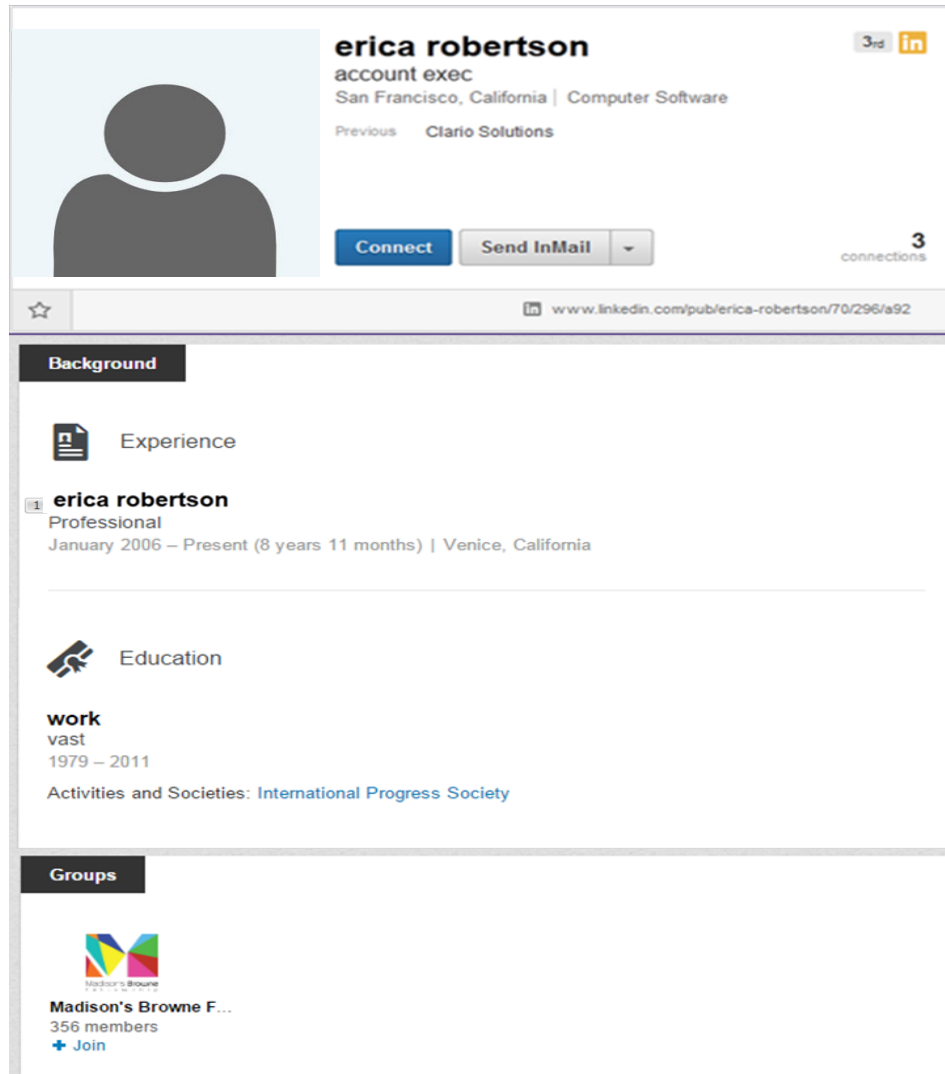



Build strong relationships




Build a great profile

Which person would you buy from or partner with?




erica robertson 3rd 
account exec
San Francisco, California | Computer Software
Previous Clario Solutions


[Connect](#) [Send InMail](#)  **3** connections

☆ www.linkedin.com/pub/erica-robertson/70/296/a92

Background


 Experience

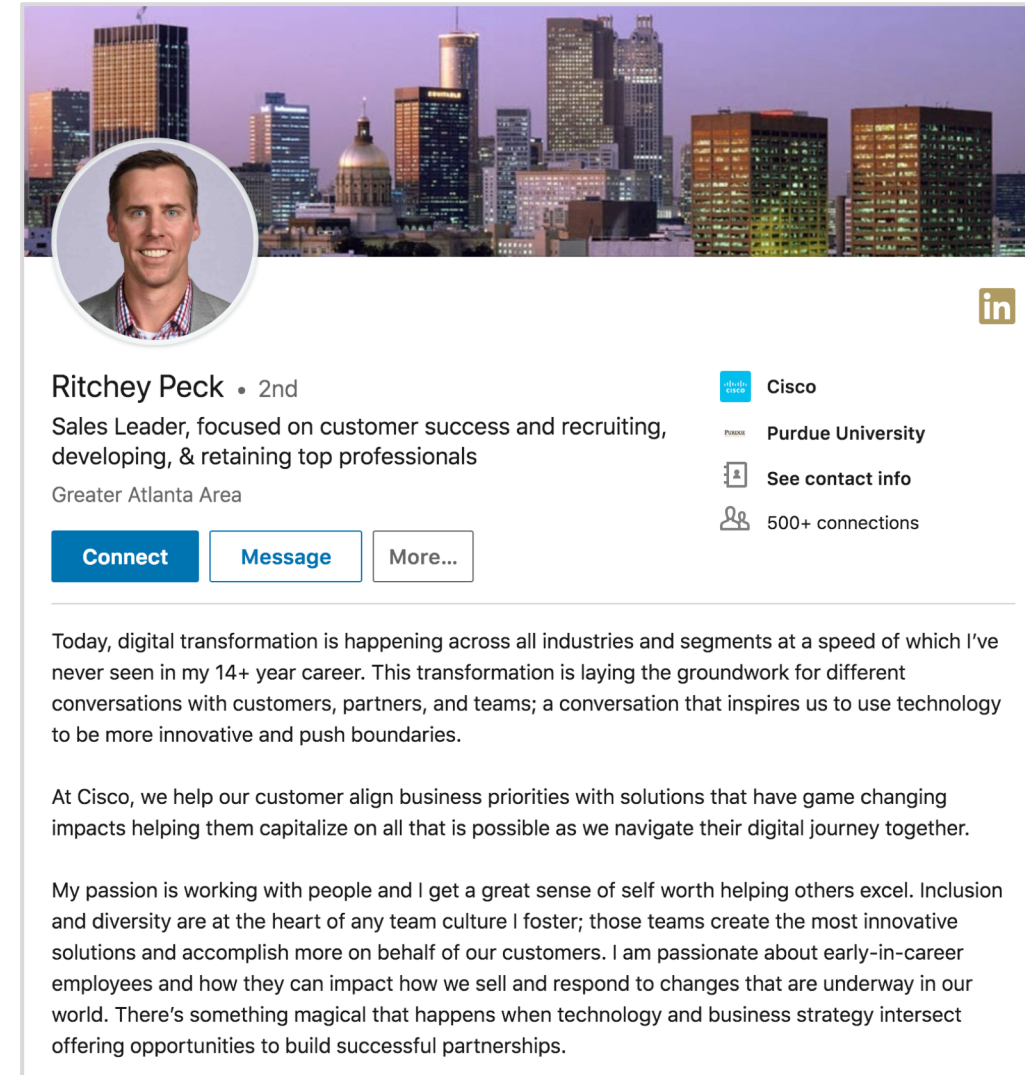
erica robertson
Professional
January 2006 – Present (8 years 11 months) | Venice, California



 Education





work
vast
1979 – 2011
Activities and Societies: [International Progress Society](#)

Groups


Madison's Browne F...
356 members
[+ Join](#)




Ritchey Peck • 2nd 

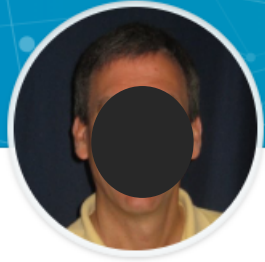
 **Cisco**
 **Purdue University**
 **See contact info**
 **500+ connections**

[Connect](#) [Message](#) [More...](#)

Today, digital transformation is happening across all industries and segments at a speed of which I've never seen in my 14+ year career. This transformation is laying the groundwork for different conversations with customers, partners, and teams; a conversation that inspires us to use technology to be more innovative and push boundaries.

At Cisco, we help our customer align business priorities with solutions that have game changing impacts helping them capitalize on all that is possible as we navigate their digital journey together.

My passion is working with people and I get a great sense of self worth helping others excel. Inclusion and diversity are at the heart of any team culture I foster; those teams create the most innovative solutions and accomplish more on behalf of our customers. I am passionate about early-in-career employees and how they can impact how we sell and respond to changes that are underway in our world. There's something magical that happens when technology and business strategy intersect offering opportunities to build successful partnerships.



~~Steven Neugarten~~ • 3rd


Territory Account Manager at Sonicwall Inc.


Greater Boston Area


Message


View in Sales Navigator



 SonicWALL Inc.

 Boston University

 See contact info

 500+ connections

More than 20 years of demonstrating territory growth and exceeding sales quotas as an individual contributor and Director of Major Accounts for both international and domestic markets. Successfully managed challenging and long-sales cycles including multi-year enterprise contracts involving distributors, resellers, system integrators and corporate resources. Experience includes direct and indirect sales of complex networking and security products to major international distributors and major corporations in the Northeast Region. Presidents Club FY18

Show less ^

Experience



Territory Account Executive

SonicWALL Inc.

Sep 2005 – Present · 13 yrs 2 mos

- X Photo/Background Image
- X Headline
- X Summary
- X Contact info
- X Experience

Experience



Territory Account Executive

SonicWALL Inc.

Sep 2005 – Present · 13 yrs 2 mos
Greater Boston Area

Dell SonicWALL is a manufacturer of Internet Security Next Generation VPN Firewalls, Aventail SSL, Email Security software and GMS Software. Over the past 13+ years I successfully generated \$12M+ annually in the New England territory. Attended Presidents Club in 2006, 2010 and 2018.

- ✓ Photo/Background Image
- ✓ Headline
- ✓ Summary
- ✓ Contact info
- ✓ Experience



Ritchey Peck • 1st

Sales Leader, focused on customer success and recruiting, developing, & retaining top professionals

Cisco • Purdue University

Greater Atlanta Area • 500+ &

[Message](#)
[View in Sales Navigator](#)
[More...](#)

Today, digital transformation is happening across all industries and segments at a speed of which I've never seen in my 13+ year career. This transformation is laying the groundwork for different conversations with customers, partners, and teams; a conversation that inspires us to use technology to be more innovative and push boundaries.

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Contact and Personal Info

- Ritchey's Profile**
linkedin.com/in/ritcheympeck
- Website**
cisco.com (Company Website)
- Phone**
[678-352-2852](tel:678-352-2852) (Work)
- Email**
rpeckii@cisco.com
- Twitter**
[cscokid04](https://twitter.com/cscokid04)



Tweets 358 Following 382 Followers 279 Likes 57

Ritchey Peck
@cscokid04

Sales Leader at @Cisco, #FloridaNative, Co-Chair of #CiscoHigh, Proud Father of Two, and Graduate of #Purdue University, #CulverAcademies Alumni

Roswell, GA
Joined December 2012

[Tweet to Ritchey Peck](#)

6 Followers you know

Tweets Tweets & replies Media

Ritchey Peck @cscokid04 · Feb 27

Ritchey Peck on LinkedIn
linkedin.com
Posted on LinkedIn

Ritchey Peck @cscokid04 · Feb 25
Congrats to #purdue men's basketball for the best home record in school history!! So proud #BoilerUp

Who to follow

- Leonard [Follow](#)
- Lynn Da [Follow](#)
- Jason M [Follow](#)

[Find people you](#)



Ritchey Peck

@cscokid04

Sales Leader at @Cisco, #FloridaNative, Co-Chair of #CiscoHigh, Proud Father of Two, and Graduate of #Purdue University, #CulverAcademies Alumni

Roswell, GA

Joined December 2012

Tweet to Ritchey Peck

1 Follower you know



84 Photos and videos



Ritchey Peck @cscokid04 · Oct 20
Nice fall weather here in #RoswellGA!! Ready to watch #OSUvsPUR

Purdue University @LifeAtPurdue
IT's GAME DAY! Support your Boilermakers as they take on Ohio State tonight in Ross-Ade 🚂

Ritchey Peck Retweeted

Gina Passarelli @gina_passarelli · Oct 15
#8...Nice! Love that I can bring my own unique talents to work everyday and constantly learn from bright, collaborative, compassionate colleagues. #WeAreCisco

Chuck Robbins @ChuckRobbins
So proud of our teams around the world that make up the incredible culture @Cisco – we moved up to #8 because of all of you! Thanks to @FortuneMagazine #GPTW for the honor & recognition. #WeAreCisco. fortune.com/2018/10/15/wor...

Ritchey Peck @cscokid04 · 6h
#cybersecurity #hr teams should take notice.

Why HR departments should take more responsibility for cybersecuri...
Cyberattacks against companies continue to grow more prevalent, sophisticated and dangerous. Organised criminals steal banking records,...
linkedin.com



Clean up your social networks

Your social network = critical asset

- Types of people/accounts to follow or connect with:
 - Colleagues and executives at your company ([@yourcompany](#))
 - Colleagues and executives at Cisco ([@ChuckRobbins](#))
 - Industry thought leaders ([@mims](#))
 - Corporate accounts and pages ([@Cisco](#), [@WeAreCisco](#))
 - News outlets ([@ABC](#))
 - Competitor accounts ([@Huawei](#))
 - Customers ([@Verizon](#))
 - Groups ([5G Technology Forum](#))
- How to approach a new prospect:
 - Follow on Twitter and LinkedIn
 - On LinkedIn, is there a 'warm' connection path through a referral? If not, how can you bring value?
- Always include a personalized message when asking for a connection
- Scrub your networks – is there a mutual value exchange?



Monitor, Listen and Engage

Now the fun part – it's time to be social!

- Begin monitoring your social new feeds regularly for insights.
- Create “lists” in Twitter to filter out noise.
- New contacts: review their profile and their social media activity. Is there someone who can provide an introduction? How can you add value?
- Scan for content and conversations that interest you.
- Now it's time to engage.
 - Showing a genuine interest in others will build trust and proximity
 - Like, comment, reshare and retweet generously but with authenticity and purpose.
 - Listen to and use the hashtags that make sense for you (#CiscoPartners)



Share your voice & expertise

Your professional social media content strategy

Your Brand

What

- Professional passions
- What you want to be known for
- Thought leadership
- Personal Passions

Examples

- Digitization, Machine Learning, Women in Tech, Philanthropy, Sports, Mentoring, Verticals

Sources

- News outlets, hastags, interest groups, thought leaders

Your objectives

What

- Your companies value prop and offerings
- How you can help drive customer success

Examples

- Company solutions, programs, case studies, blogs, success stories, events

Sources

- Your Marketing Dept., website, corporate social channels, execs

Your network/customer

What

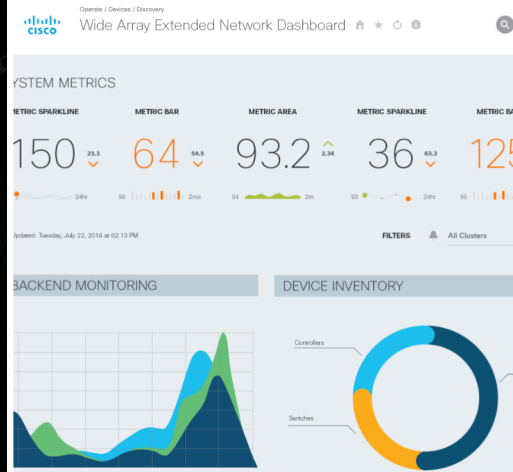
- Industry and regional trends that your customers care about
- Customer advocacy

Examples

- Amplifying Customer successes, customer support and response, joining the local conversation

Sources

- Your news feed, your customers, regional/local news outlets, trending topics



Move More Cisco Spark Hybrid Services

Use the Cisco Spark campaign to get your web presence up quickly. Then reach new and existing customers with inbound and outbound marketing.

[Get Started](#)

Optimize Your Infrastructure to Support Innovation

Digitization is transforming every industry, and it is motivated by customer demands and business needs. Your network can be the platform to enable digital transformation. You need a network architecture that's designed to adapt and is optimized for performance and security, so you can deliver innovative IT solutions faster.

Cisco® Network Optimization Service can help. We have the technology and expertise to help you deliver personalized experiences, achieve lesser operations, and reduce risk and meet compliance requirements—faster and with greater ROI. We partner with you to provide the advice, implementation support, and management support you need to achieve your business goals. So you can be sure that your infrastructure is stable, performs at peak efficiency, and is ready to support your digital transformation.

Prioritized Objectives
What's important to your business

Focus Area
Which areas you should focus on

Create Value for Your Business

Our Cisco Network Optimization Service helps you create business value that is aligned to your digital transformation goals. We discover your business and operational needs and the areas you should focus on to achieve meaningful, measurable results. We'll help you build a long-term strategy and accelerate your short-term objectives to improve performance, adopt new technology faster, and deliver new services.

Innovate Faster to Deliver Personalized Experiences

We will work with you to improve the architectural design of your infrastructure for high availability and performance. We'll use our expertise and insights about your network to design and validate innovative solutions before you deploy them. We'll provide our architectural approach, analytics, and modeling to predict the effects of a new solution on your network before implementing it. With this information, you can make fact-based decisions about your network and deliver personalized experiences and



HOW TO START YOUR JOURNEY ON THE INDUSTRIAL INTERNET OF THINGS

Partner Marketing Central

Cisco Digital Network Architecture

Your Foundation for Digital Transformation

Place Caption Here

Ibus prem res es mos ducia nulliqui

20

Place Caption Here

Ibus prem res es mos ducia nulliqui

27

Place Caption Here

Ibus prem res es mos ducia nulliqui

12

Place Caption Here

Ibus prem res es mos ducia nulliqui

24

Place Caption Here

Ibus prem res es mos ducia nulliqui

Cisco 2017 Annual Cybersecurity Report



Onboarding

Francisco's Human Resources

Joe Donovan added **Enable long-distance calling** to Onboarding

Redbooth

I have some questions, let's meet!

Maria

You had a meeting (30 mins)

FRANCISCO

IT Onboarding Checklist: Telephone & Network (cont.)

SERVICE ALLOCATION by worker type

OFFICE WORKER	MOBILE WORKER	CONTRACTOR
<input checked="" type="checkbox"/> Desk Phone <input checked="" type="checkbox"/> Webcam <input checked="" type="checkbox"/> Monitor <input checked="" type="checkbox"/> Long Distance <input checked="" type="checkbox"/> Internet <input checked="" type="checkbox"/> Directory	<input checked="" type="checkbox"/> Headset <input checked="" type="checkbox"/> Webcam <input checked="" type="checkbox"/> Long Distance <input checked="" type="checkbox"/> Directory	<input checked="" type="checkbox"/> Webcam <input checked="" type="checkbox"/> WebEx <input checked="" type="checkbox"/> Directory

Digital Services via Partner Marketing Central (PMC)



Integrated Emails &
Landing Page
Mapped to the
Customer Journey



Content
Syndication
through Web
Plugins designed
for specific
campaigns



Social Syndication for
LinkedIn, Twitter
and Facebook &
Campaign Specific
Content



SEO, SEM,
Retargeting,
LinkedIn Ads,
IP Listening
(Full Service Activities)



Campaigns

- Focused around Cisco specific architectural solutions
- Collection of Free and Paid services
- Downloadable and customizable assets available

CISCO Campaigns Web Plugins Social Media Collateral Analysis Contacts

My Campaigns **Browse Campaigns** Browse Emails Browse Promoted Activities My Orders

Work. Intuitive. [View Existing Activation >>](#) [Continue \(11 selected\)](#)

8 of your selections below requires additional attention.

Click to select/unselect assets to use in this campaign. [Select all](#) | [Select none](#)

Workflows

Work. Intuitive. Email Journey [More Details](#)

Web Plugins

Microsite | Work. Intuitive [Preview](#) | [More Details](#)

Social Media Posts

This campaign contains 16 Social Media posts.

Other Activities

Events - B2B
Events: Other
[More Details](#)

- Events Package
Cost: \$3,500.00
- Request a Quote with B2B
You will receive quotes for this activity

Events - MRP
Events: Other
[More Details](#)

- Event Package - MRP
Cost: \$3,500.00
- Request a Quote - MRP
You will receive quotes for this activity

IP Listening - MRP

Effective Dates
May 21, 2018 - May 21, 2019

Cisco makes working together what it should be—intuitive. People connect without effort. Tools adapt, so teams don't have to. Experiences stay consistent on every device so every team member feels fully included. Content moves freely so work flows smoothly. And teams keep moving after the meeting ends. With Cisco Webex Meetings, distinctions like actual or virtual, near or far, laptop or smartphone, don't matter. With Cisco Webex Teams, the ability to work with whoever you want, on whatever you want, whenever you feel like it, helps keep teams connected and moves work forward. Teams solve problems in easy-to-use work spaces with the tools they need to create, share and decide on any device. And no matter who's on a team or how many teams are working at once, they all get same level of security and performance they need to be at their best, always. Collaboration, yes. Compromise, no.

SalesConnect
For more sales tools and materials, visit the Work Intuitive Hub on SalesConnect

Learn more about how we are making it easy to execute this campaign for partners. [Watch Now](#)

Programs

Background and Enablement

Start here to learn about the campaign, business outcomes and solutions addressed. [View Contents](#)

Types of content inside: Campaign Guide, BDM Presentation, Call Guide, Research, etc.

Marketing Planning

Resources to help you with planning your marketing campaign. [View Contents](#)

Types of content inside: Email template, Social Media copy, 25/50/100 word Copy Blocks, SEO/SEM Keywords, Web Banners, etc.

Shareable Content

Content you can use within your marketing campaigns as hero and supporting offers. [View Contents](#)

Types of content inside: Infographics, eBooks, Videos, Whitepapers, Event-in-a-Box, etc.

Social Syndication – Align to sales objectives

Core

Security

Meraki

Collaboration

Data Center

The future of networking: intent



Cisco leads one of the biggest IT shifts since the invention of the router.

A hacker leaked the decryption key for Apple's Secure Enclave, severely affecting iOS security



A hacker going by the pseudonym xerub has claimed to have leaked the decryption key for Apple's Secure Enclave Processor (SEP) firmware, which could be a massive blow to iOS security.

Meraki Wireless Health: Assuring a pristine wireless experience



Meraki #Wireless Health is built around the idea that our networks can take better care of us. #network

Collaboration in the IoT era: Practical guidelines for a collaborative IoT - IoT Agenda



Collaboration in IoT is key; companies that take a collaborative approach better positioned to succeed with their IoT solution in whatever field they play.

Cisco HyperFlex Data Encryption Demonstration (Video)| Cisco Data Center Community



In many organizations, the security of the data generated and stored across varying systems and platforms is becoming a significant point of concern. The

Choose relevant content pertaining to your objectives

Top 8 Steps to Social Selling @Cisco

Update Your Profiles

Clean Up Your Social Networks

Monitor & Listen to Your Networks

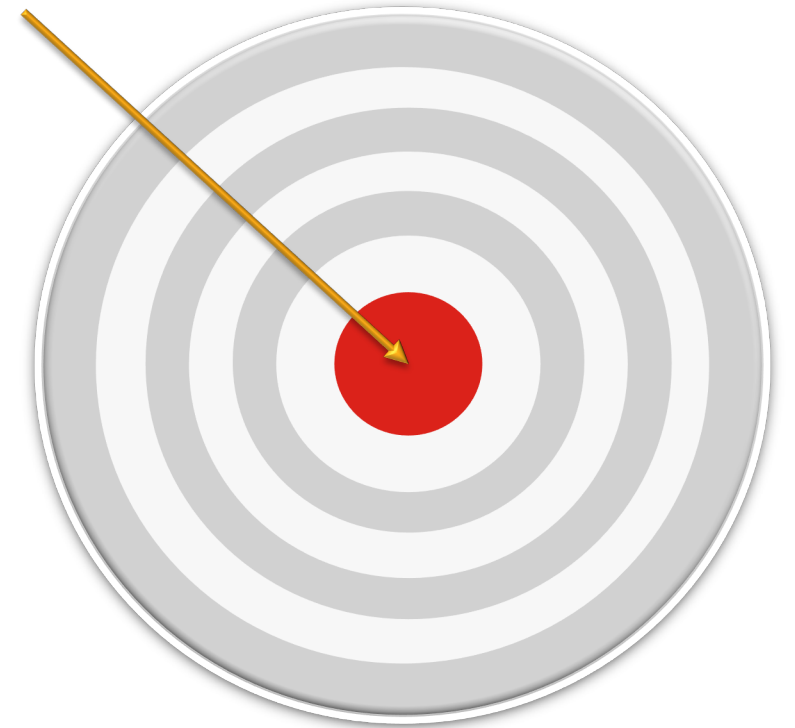
Engage 😊

Share Your Voice (Content)

Establish Your Rhythm

Take Action on Important Signals

Grow your networks, deepen relationships and reap the benefits!



Time Commitment? Just be consistent.

- Use the pauses in your day to read, engage, share
- Use the mobile apps!
- You don't have to do it every day, but be consistent
- Schedule social shares for a continuous voice
- Use tools to help post across multiple platforms

Designate time weekly for content discovery, sharing, and scheduling (30 min a week)

Designate time daily or every other day for engagement opportunities (5-20 min)



How to identify signals

- Consider a profile view a ‘warm invitation’
- Milestones are a good time to catch up
- Follow up on news stories
- Read the comments!
 - Respond publicly, and then message them separately





Be the change in your team

The movement to modern selling

- Define and demystify
- Give permission – with guidelines (social media policy)
- Strive for engaging, conversational content
- Considering investing in technology/tools to support
- Sellers work the 8 steps
- Lead by example!

Resources for you!

- Check out the [Social Selling page](#) on SalesConnect
- Go to [Partner Marketing Central](#) to leverage our content syndication and other offerings!

Sales Academy

Page Access Level: Partner, Distributor, Employee | [Add to My Briefcase](#) | [Share](#) | [Subscribe](#)

Social Selling

Business Conversations and Value Selling | Customer Engagement skills | Grow Yourself



Our customers today are diligent, connected, and online. These buyers don't want the sales rep of 5 years ago though, or even 2 years ago. They have different expectations of you as a seller. They want to work with sales reps who demonstrate they are connected, trusted by others, educated and ultimately a valuable resource for them. So how can you deliver on these expectations? Social Media can help you do this.

Overview | Training | Social Sellers | Additional Resources

Experts predict that by 2020, your online presence will be one of the biggest factors in winning and losing deals. Does your social media presence match the value and expertise you exhibit in front of colleagues and customers? Many of you might feel that it falls short. But the good news is that with a bit of training and commitment, you can bring yourself up to par with social selling leaders at Cisco. The

Top 8 Steps to Social Selling @Cisco

- Update Your Profiles
- Clean Up Your Social Networks
- Monitor & Listen to Your Networks
- Engage
- Share Your Voice (Content)
- Establish Your Rhythm
- Take Action on Important Signals
- Grow your networks, deepen relationships

Cisco Social Media Management Dashboard

Upcoming Posts | Library Posts | Post History | Analysis | Social Form

Wednesday, November 28, 2018

- 08:55 AM | Three technologies that are set to change the cyber security industry oal.lu/123s1
- 04:00 PM | 5 anuncios de #colaboración en #CiscoPS18 que transforman los espacios de trabajo y las llamadas a través de la nube: oal.lu/123s1
- 06:00 PM | Multicloud is here: everything an SMB owner needs to know oal.lu/123s1

Thursday, November 29, 2018

- 11:37 AM | BehavioSec Fires Up Next-Gen Cybersecurity Solutions with

Questions?



