Small and Medium Business (SMB) Specialization Requirements

To earn this specialization, the partner must meet the role requirements below. In some cases, one person can fill more than one role. See the Role-Sharing Guidelines (PDF) for details.

Knowledge requirements

Requires a minimum of two unique individuals.

Sales

Responsible for sales methodology and customer engagement.

Requirements		Exam		Recommended training		
		Cost (USD)	Duration	Link(s) & format(s)	Duration	Cost
This one:	• Small and Medium Business Sales exam (700-250)	$80	1hr	E-learning	8hr	$0
	Estimate:	**$80**	**1hr**		**8hr**	**$0**

Technical

Responsible for presale solution planning. The individual must possess both sales and technical skills.

Requirements		Exam		Recommended training		
		Cost (USD)	Duration	Link(s) & format(s)	Duration	Cost
This one:	• Small and Medium Business Engineering exam (700-750)	$80	1hr	E-learning	10hr	$0
	Estimate:	**$80**	**1hr**		**10hr**	**$0**

Additional considerations

Ongoing requirements for renewals

You must maintain compliance with all specialization requirements and submit for renewal by your specialization renewal anniversary date each year. Make sure to bookmark the Program Notifications site and check back regularly for updates. Partner Administrators may view specialization status in the Program Management and Application (PMA) tool.

Country groupings

Can one specialization apply across different countries? Yes, but only within one country grouping.

Role sharing

Can one person fill more than one role? It depends. See Role-Sharing Guidelines (PDF – 59 KB).

Related information

Exam cost and duration

Information provided for cost and duration is an estimate only and is subject to change. It should be confirmed with the exam or training provider.

Individual career certification costs and duration

Individual career certification duration and costs are estimates and do not include additional costs associated with achieving any Learning@Cisco career level certification.

Document revision history

Revision History	Date	Changes
1.0	December 18, 2020	New requirements document published.
1.1	February 1, 2021	Updated URL link for Small Business Technical Overview exam (700-755 SBTO).
1.2	April 16, 2021	Updated role requirements. DTBAA exam is retired but can still be used to meet the role requirements by existing badge holders.
2.0	November 10, 2021	Updated renewal requirements to remove continuous learning points.
3.0	April 2, 2023	Updated requirements language and new links.
4.0	November 7, 2023	Small & Medium Business Specialization refresh launched with new requirements.
5.0	March 7, 2024	The following exams will no longer be accepted to meet role requirements: 700-150 ICS, 700-755 SBTO, 810-401 OUTCOMES, 810-403 OUTCOMES, 810-440 DTBAA.

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