



■ Cisco Learning Credits Brief Overview and Qualifying Questions

What are Cisco Learning Credits?

The Cisco® Learning Credits Program enables customers to purchase training when buying new hardware, software, or support and services. The program ensures that customers receive the highest quality of training through Cisco Learning Solutions Partners and their affiliated organizations, promotes customer satisfaction, improves the adoption of advanced technologies, and increases revenue to partners. Each Cisco Learning Credit is valued at US\$100 and valid for one year from the date it is issued. Credits are listed on the Cisco global and wholesale price lists.

Who are Cisco Learning Solutions Partners?

Cisco Learning Solutions Partners and their affiliated organizations, including Cisco Learning Partners and Sponsored Organizations, are the only authorized commercial sources for Cisco training. Cisco Learning Solutions Partners are uniquely qualified to deliver and customize market-leading Cisco training. Their instructors must pass rigorous exams to become certified Cisco instructors.

How do Cisco Learning Credits relate to Cisco Career Certifications and Partner Specializations?

Cisco Learning Credits are used as payment for Cisco authorized training, including training that prepares individuals for Cisco Career Certification exams or channel partner specializations.

Brief explanation to the customer

The ability to get the most out of your Cisco network investments and meet your business goals is directly tied to the skills and expertise of your IT staff. With the right training, your organization will retain a competitive edge and remain ahead of the technology curve. Redeemable through participating Cisco Learning Solutions Partners, Cisco Learning Partners, and the Cisco Partner E-Learning Connection, Cisco Learning Credits are an easy payment method for Cisco authorized training. They enable you to increase your productivity and safeguard your training budget by addressing your training needs at the time of the product purchase. (Note: The Cisco Partner E-Learning Connection is available only to partners and not end customers.)

How do I qualify customers for Cisco Learning Credits?

All customers purchasing Cisco equipment, especially in advanced technologies, are potential opportunities. Engage your customers with the simple questions below. If your customer requires any portion of its staff to have Cisco Career Certifications, needs to receive specific product or solution training, or wants to safeguard their training budget or get the most out of their network investment, Cisco Learning Credits can offer a comprehensive, cost-effective solution.

What questions should I ask my customers to initiate Cisco Learning Credits sales?

- Would you like to ensure a quicker return on invested capital? With the right training, you will get the most out of your Cisco equipment.
- Whom have you identified on your team to be trained on the new equipment/solution? Should we add Cisco Learning Credits to the PO? The credits will enable you to obtain the necessary training throughout the year and not worry about your IT staff having to secure multiple PO approvals.
- Are you planning on installing the equipment in the next month? Do you have people on staff already trained and able to properly configure and manage your network? If not, should we add Cisco Learning Credits?

How do Cisco Learning Credits benefit my customer?

Using Cisco Learning Credits offer several benefits to customers:

- Helps ensure staff is expertly trained to get the best value and quicker return on invested capital out of the purchase of new equipment
- Enables internal staff to optimize network efficiencies and gain overall productivity for the organization
- Safeguards training budget by adding learning credits to the equipment purchase order
- Reduces administrative costs of gaining budget approval and having to open multiple purchase orders
- Offers the robust Learning Credits Management Tool which provides superior training management and reporting capabilities

How do I benefit from selling Cisco Learning Credits?

Selling Cisco Learning Credits offer several benefits to partners:

- Provides an end-to-end customer solution
- Offloads system engineers' training activities so they can spend more time focusing on presales and service opportunities
- Helps you differentiate yourselves from the competition by including authorized training and a robust learning management system with the equipment purchase
- Accelerates adoption of advanced technologies
- Increases productivity and technical competency of customer base
- Enhances customer satisfaction and loyalty
- Meets the requirements of that RFPs require training as part of the solution
- Provides you with a tool that enables you to correlate authorized training to Cisco products, technologies, and certifications, thereby saving time
- Increases order size

Q&A

- Q. Why would I pay for training? The Cisco or Partner SE usually provides it for free.**
- A. Training enables you to get the most of your network investment. Cisco Learning Solutions Partners provide high-quality training for your IT staff. SEs are not training experts. They are available to provide some knowledge transfer, but are unable to provide the full complement of training activities you need.
- Q. How do I know how many Cisco Learning Credits I should buy?**
- A. Participating Cisco Learning Solutions Partners offer a service called a training needs assessment. This consultative, complimentary service can help you identify your network training needs and develop a training plan. Cisco also offers a training map that helps customers correlate available training with Cisco product and technology solutions areas. The map is available at www.cisco.com/go/learningcredits.
- Q. I have a relationship with a vendor who provides all our training and they are not Cisco certified.**
- A. Unauthorized Cisco training providers do not use the latest Cisco course materials, and Cisco cannot control the quality of their training. Only Cisco Learning Solutions Partners have access to Cisco intellectual property and the ability to customize courses to meet your needs. Cisco Learning Credits can be redeemed only through participating Cisco Learning Solutions Partners and their affiliated organizations. For a complete listing of participating Learning Solutions Partners, please visit www.cisco.com/go/clplocator.
- Q. Our budget is limited—I only have enough to pay for the equipment we are ordering.**
- A. It will be easier to secure budget when ordering the product than once the equipment has been shipped. By ensuring that your staff is trained, you will reduce overhead costs by implementing your investment more quickly and correctly the first time and ensuring your IT staff can effectively reconfigure and manage your network moving forward.
- Q. My training partner provides me deep discounts. Won't buying training with Cisco Learning Credits end up costing me more?**
- A. Cisco Learning Credits are a payment method for authorized Cisco training. Cisco does not establish or publish suggested resale prices for training. You must contact a participating Cisco Learning Solutions Partner or one of their affiliated organizations directly to determine the cost of the training.
- Q. Why do Cisco Learning Credits expire?**
- A. The expiration date is set at one year from the date that the credits are activated on the Learning Credits Management Tool. This requirement was instituted in order to encourage the timely use of training by the customer and ensure suitable revenue recognition. All training must take place before the expiration date, for the Cisco Learning Credits to be valid.

- Q. Can Cisco Learning Credits be purchased in USD and redeemed in Euros?**
- A. No.** Cisco Learning Credits must be redeemed in the currency in which they were purchased.
- Q. Are Cisco Learning Credits available everywhere in the world?**
- A. No.** Cisco Learning Credits are not available in every country. For a list of countries in which the credits are available, please go to the Cisco Learning Credits Website at: www.cisco.com/go/learningcredits.

Part Numbers	Cisco Learning Credits	List Price (USD)
TRN-CLC-000	10	\$1,000
TRN-CLC-001	100	\$10,000
TRN-CLC-002	500	\$50,000
TRN-CLC-003	1500	\$150,000

Pricing is subject to change without notice. Cisco reserves the right to add, remove, or otherwise make changes to any products or pricing.

Additional Information and Resources

Cisco Learning Credits Channel Site

www.cisco.com/go/learningcredits/channel



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