



Cisco Learning & Certifications Sales Enablement Playbook

Fall 2022



The Cisco Learning and Certifications organization is a worldwide leader in training and education programs that foster the development of careers in networking technologies.



The organization serves a global community of students, partners, customers, and employees who need the latest training on Cisco technologies and certifications.

Empowering your workforce through Hybrid Learning



Cisco offers multiple modalities of learning through our extensive training portfolio – giving you flexibility to upskill at the pace of your business.



We provide self-paced [on-demand digital training](#) and focused [in-person classroom training](#) for Cisco products and solutions.



If you need to drive faster or upskill your whole team, we provide [accelerated bootcamps](#) and collaborative [guided study groups](#) so you can innovate rapidly.



We provide industry leading [technology certifications](#) to support the career development of your team and enable continuous learning at [CiscoLive!](#) events.



Our Learning & Certifications portfolio and network of learning partners are ready to help you [gain the knowledge you need to be successful](#).

Business Value of Learning and Certifications



We have the digital tools and training you need today and tomorrow, to keep your customers happy, your team skilled and reskilled on the latest Cisco technologies, and your productivity hopping.



Cisco digital certification and technology training drive new business opportunities and can help upsell current customer orders.



We learned we have to provide a way to continuously upskill the customer during the project to enable successful solution adoption.

Marcus Lind
CEO Miradot (Sweden Channel Partner)



CiscoLive 2022

Building Cisco loyalty through the career journey

Community of advocates built from NetAcad through Expert.



Learning & Certifications

Learning and Certifications Portfolio



L&C Product Portfolio



On-Demand
Digital Learning



Instructor-Led
Classroom



Intensive
Bootcamps



Mentored
Study Groups



Certification
Career Certs



Community
Events

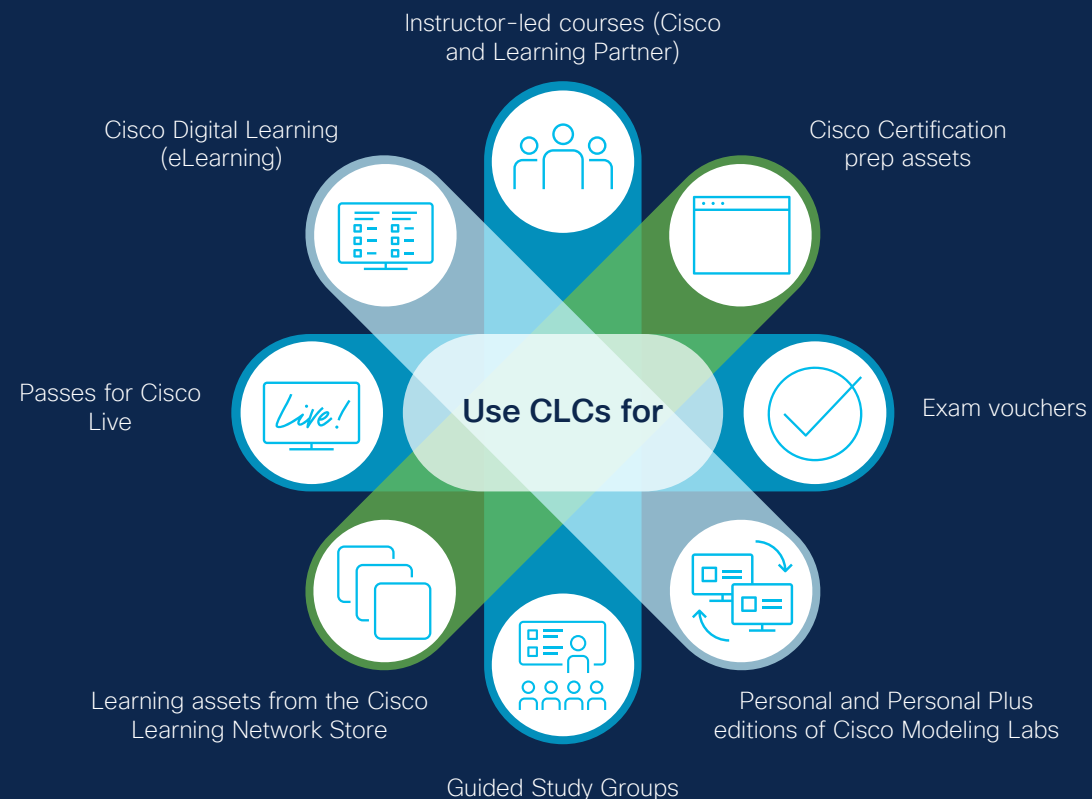
CCW SKUs

CLCs

Cisco Learning Credits

The flexible, convenient way to pay for Cisco training

Redeem your Cisco Learning Credits for:



One SKU, endless opportunity

Each Learning Credit is worth \$100 USD and expires one year from issue date.

Learning Credits	Cost	SKU
1 credit	\$100	TRN-CLC-004

Learning Credit Management Tool

Don't forget to register your credits through the LCMT:
Track transactions | Validate redemptions | Generate reports

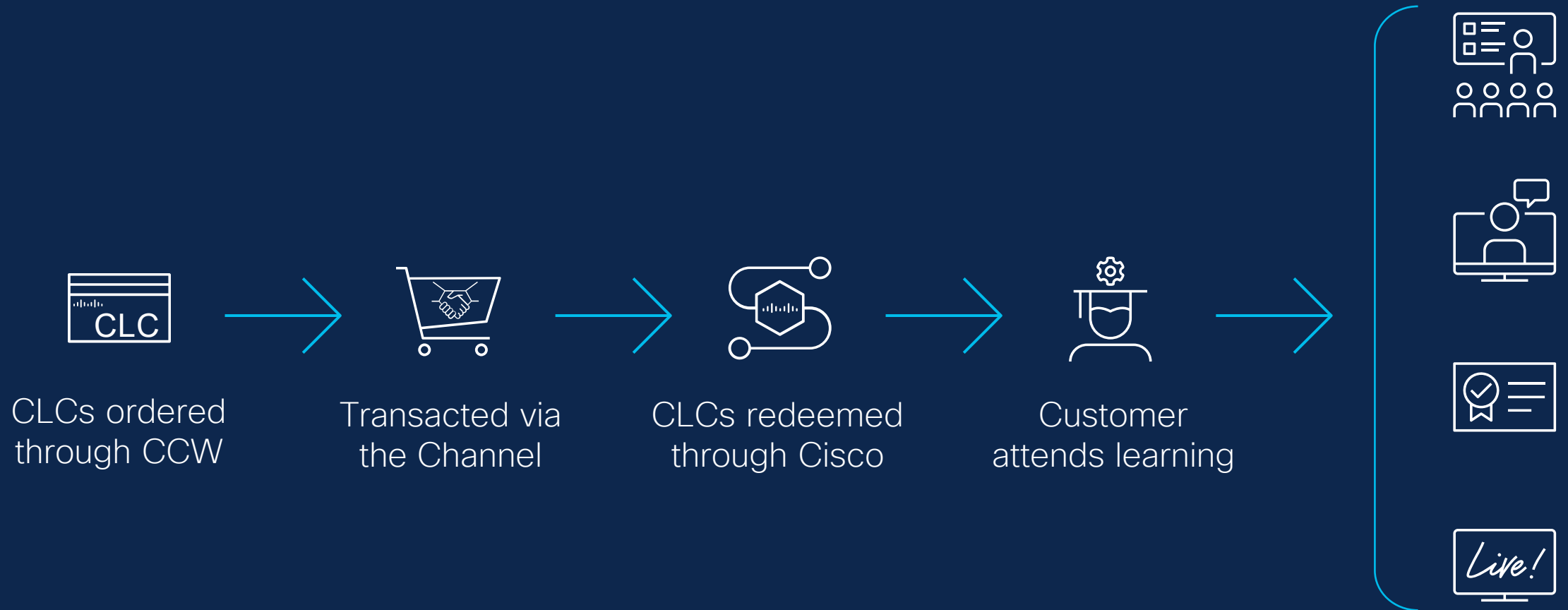
CLCs Cisco Learning Credits



CLCs remain strategic to our go-to-market model

- CLCs are still very much alive and an effective way to drive learning within your customer
- CLCs can be purchased on CCW through any channel partner
- CLCs operate as a voucher that can be redeemed for any Cisco Learning & Certifications product
(must be redeemed directly through Cisco)
- CLCs are valid for 12 months from date of purchase

CLC Process Flow



Positioning Cisco Learning in your Opportunities



The companies that invest in learning see...

Customers



Innovation



Performance
and Operations



Quicker
Adoption



Recruiting
and Retention

Partners / Account Teams



Increased
Deal Size



Higher
Customer Sat



Value
Mindshare



Enable Solution
Refresh

How and What to Position

Learning delivers a realized value to the organization and to the individual

- The individual gains a skill and certification
- The organization realizes the value of the business outcome

You're selling a B2C product to an enterprise that will realize the entire value of the overall solution

Many of our learning offers come in multiple modalities. Selecting a training modality requires an assessment of:



Customer Outcome



Pace Required



Individual Learning Style

Outcome to Learning Offer Mapping

Customer Outcome



Lifecycle

Offer Focused Integration

Success Tracks

Tailored Offers



Integration and Support

Solution Acceleration

Digital

Instructor-Led

Bootcamps



Upskilling

Tech-Specific Learning/Certification

Digital

Instructor-Led

Study Groups

Intensity and Pace

Faster →

On-Demand

Digital

Study Group

Classroom

Instructor Led

Boot Camp



Pace

No travel

Distributed time commitment

Travel usually required

Dedicated, exclusive time commitment



Learning Style

Self-Paced

Course is infinitely repeatable

More flexible for distractions

Balance of work and training

Scripted Pace

Focused, Dedicated Time

Fewer Distractions from home and work

Away from work for the duration



Delivery

Cisco Learning Platform
(Cisco U.)

On-Prem, remote or on-site
Cisco Learning Partner

Integrated Offer Example: DC / Hybrid Cloud Use Case

L&C Upsell Opportunity



Success Tracks



ACI Bootcamp

Rapidly upskill
entire team

\$210k

+



Digital Library

Advance training
for 5 SMEs

\$30k

+



Events

Send 10 execs &
team members to
Cisco Live

\$30k
(CLCs)

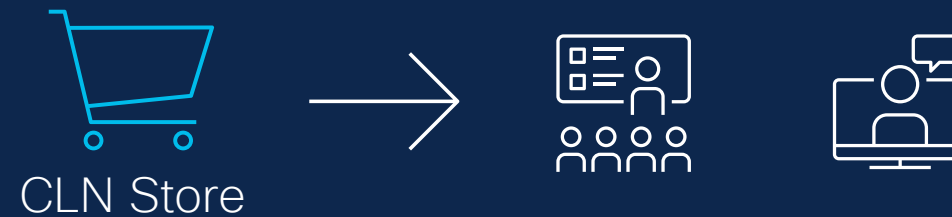
\$270k Incremental

Attaching Learning to your Opportunities

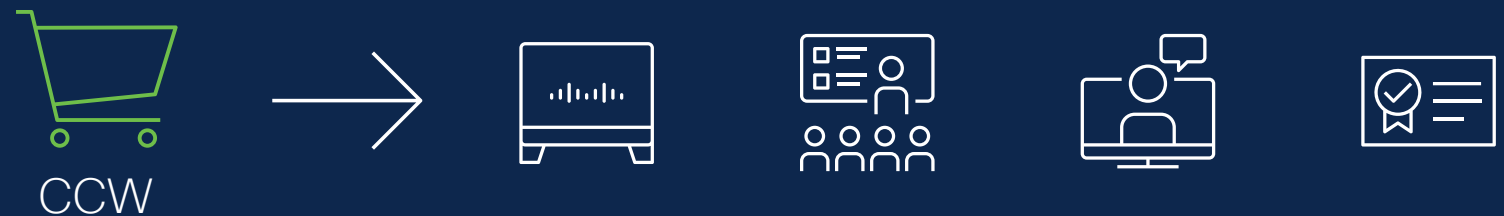


L&C Routes to Market

Direct to Consumer (B2C)



Direct to Enterprise (B2B)



B2B Selling: How to attach learning – CLCs or Direct



Direct Attachment

- When learning is positioned as a part of the offer/solution
- When you want a specific learning path and modality is known
- Direct accountability for learning investment



CLCs

- Customer needs flexibility in deciding training modality
- When learning paths and depth are not yet defined
- When a custom learning offering is desired
- Planning around budget/fiscal cycles

L&C Delivery

Digital Learning



Cisco Digital Learning

Cisco **U.**

Instructor Led



Cisco Learning Partners

Cisco Services

Certifications



PearsonVue

Cisco Learning Partners

Global Network of professional training providers

- Provide instructor led training for Cisco courses
- Custom training offers to meet a specific objective
- G2M through direct CCW SKU or CLC redemption
- Help to develop learning plans



Engagement opportunities between the channel and learning partners – work directly with a learning partner to deliver training as part of your solution

Find learning partners via the learning locator: learninglocator.cloudapps.cisco.com/

