



Partner Enablement Guide



Partner Enablement Guide

As part of the effort to make it easier to do business with Cisco, the Latam Americas Partner Organization has created an event branding strategy to help set expectations, name audiences, articulate value, and establish a common "language" across all enablement events. Additionally, enablement sessions for Latam are now presented in a single Integrated Calendar.

The new Calendar is designed to help you quickly find the right classes and training for each role. It is easier to find the information you need based on the job function, audience or technology focus.

| | |
|--|---|
| Fast Start | 3 |
| Architecture in Action | 3 |
| Sales Acceleration Series | 3 |
| Miércoles de Webinar Cisco Meraki | 3 |
| Roadshow | 4 |
| Cisco Partner Connection Series | 4 |
| Cisco Start: Cisco made-to-measure | 4 |
| How to Sell | 4 |
| Consultative Selling | 4 |
| Service Sales Value | 5 |
| Partner Platform Zone | 5 |
| Services to Sales | 5 |
| Incentives Hour | 5 |
| Quoting Tools | 6 |
| Voice of the Engineer | 6 |
| Design Clinics | 6 |
| Hands On | 6 |
| Partner Virtual Team | 7 |
| IDEA | 7 |
| CITW | 7 |
| CLAU (Cisco Latam Architecture University) | 7 |
| Marketing Digital Journey | 8 |



Fast Start

Multi architecture WEBEX session in the beginning of each Quarter that focuses on sharing LATAM's Priorities, Programs and Promotions that will enable Partner's Quarter success.

Logistics details:

Webex, Quarterly, Open to All Certified Partners

Audience:

Sales, Sales Engineer

Spanish:

Second Tuesday of the Q 10:00 AM (Mex time)

Portuguese:

Second Tuesday of the Q at 9:30 AM (Bra Time)

English:

Second Tuesday of the Q at 3 PM (EST)

Architecture in Action

Weekly WEBEX session focused on providing information on Releases, Promotions and Tools needed to boost sales and enhance practices. Each session will cover one Architecture including Enterprise Networking, Security, Collaboration, Data Center, Cloud, Digitization and Service Provider.

Logistics details:

Webex, Weekly, Open to All Certified Partners

Audience:

Sales, Sales Engineer

Spanish:

Tuesdays at 10:00 AM (Mex time)

Portuguese:

Tuesdays at 9:30 AM (Bra Time)

Sales Acceleration Series

Series of weekly WEBEX sessions and actions focused on accelerating sales for a specific solution. This program covers Positioning, Technical Deep Dive, Design Considerations and Tools. Once launched, the series lasts 3 to 4 weeks.

Logistics details:

Webex, Weekly during 3-4 Weeks, Open to All Certified Partners

Audience:

Sales, Sales Engineer, with specific sessions for each one

Spanish:

Monday at 9:30 AM (Mex time)

Portuguese:

Monday at 9:30 AM (Bra Time)

Miércoles de Webinar Cisco Meraki

Meraki series to provide updates, resources and selling tools. including a deep dive of each Meraki product family and features through the Meraki Dashboard.

Logistics details:

Webex, Weekly, Open to All Registered Partners.

Audience:

Sales, Pre-Sales.

Spanish:

Wednesdays 1:00 PM (San Francisco Time)



Roadshow

Live Roadshows to develop Positioning in a specific Solution.

Logistics details:

Live Event, By Invitation Only

Audience:

Sales and Sales Engineer

Cisco Partner Connection Series

Connect with Independent Software Vendors (ISVs) that offer Cisco integrated solutions. It is the opportunity to get to know Ecosystem Partners and complement your solutions portfolio.

Logistics details:

Webex, Quarterly, Open to All Certified Partners.

Audience:

Sales, Sales Engineer

Spanish:

Third Friday, second Month at 10:00 AM (Mexico time)

Cisco Start: Cisco made-to-measure

Monthly WEBEX session focused on providing information on Promotions for volume purchases for Small and Medium-Size Business

Logistics details:

Webex, Monthly, Open to All Certified Partners

Audience:

Sales and Sales Engineer

Spanish:

Second Wednesday of the Month at 1:00 PM (Mex time)

Portuguese:

Second Wednesday of the Month at 11:00AM (Bra Time)

How to Sell

Program focused on Business Outcomes applied to a specific Cisco solution. Covers advantages and differentiators, competitive solutions and how to handle objections.

Logistics details:

60 day Program, By Invitation Only

Audience:

Sales, Sales Engineer

💰: This program has a fee

Consultative Selling

Program focused on value selling, demand creation and pipeline management.

Logistics details:

Live/Webex, 90 day Program, By Invitation Only

Audience: Sales

💰: This program has a fee



Service Sales Value

Learn the value proposition of each service provision offered by Cisco; including: Migration Support Services, Smart Services, Technical Service Advantage Solution Support Services, among others, in order to accelerate, expand and grow the partner value proposition.

Logistics details:

Webex, Monthly, Open to all certified partners

Audience:

Sales, Services

Spanish:

Thursday at 11 AM (EST time)

Portuguese:

Thursday at 3 PM (Brazil time)

Partner Platform Zone

Webex sessions focused on Cisco's several platforms. Learn about the Channel Partner Program, ATPs, The Sell, dCloud, CVDs, CSAT, PSS, and many more.

Logistics details:

Webex sessions for updates

On demand curriculum [here](#).

Audience:

Varies by theme, Audience specified in the calendar,

Open to all Certified Partners

Spanish:

Tuesdays at 12:00 PM (Mex time)

Portuguese:

Tuesdays at 3:00 PM (Bra Time)

Services to Sales

Technical training created to promote the services offered by Cisco; including: Smart Services, Technical Process and Technical tools, focused on increasing the technical capacity of the Partners and improve their sales.

Logistics details:

Webex, Monthly, Open to All Certified Partners

Audience:

Operations, Engineering, Services, Sales

Spanish:

Wednesdays at 11:00 AM (Mex time)

Portuguese:

Wednesdays at 3:00 PM (Bra Time)

Incentives Hour

The partner incentive programs provide partners a collection of flexible, easy-to-use programs that reward them with financial incentives for identifying and developing new opportunities, investing in technology or business solution practice development, and driving product migration. This initiative will cover Cisco's main Incentive Programs.

Logistics details:

Webex sessions for updates On demand curriculum [here](#).

Audience:

Operations, Sales. Open to all Certified Partners

Spanish:

Thursdays at 12:00 PM (Mex time)

Portuguese:

Thursdays at 3:00 PM (Bra Time)



Quoting Tools

Get the knowledge on how to use the sales Cisco purchase tools. Learn how to submit deals, generate quotes and orders, using CCW.

Logistics details:

Webex sessions for updates, Quarterly
On demand curriculum [here](#).

Audience:

Operations, Sales, PreSales

Spanish:

Fifth week of each Quarter at 10:00 PM (Mex time)

Portuguese:

Sixth week of each Quarter at 3:00 PM (Bra Time)

Voice of the Engineer

Weekly WEBEX session focused on Positioning, Technical Deep Dive, Design Considerations and Tools. Each session will cover one architecture including Enterprise Networking, Collaboration, Data Center, Security and Digitization.

Logistics details:

Weekly, Open to the all Certified Partners

Audience:

Sales Engineer, Intermediate Level

Spanish:

Thursdays at 9:30 PM (Mex time)

Portuguese:

Fridays at 9:00 PM (Bra time)

Design Clinics

Gives Sales Engineers guidelines on how to technically develop an opportunity covering Technical Overview, Whiteboarding, Creation of BOM's, and Ordering.

Logistics details:

Live or Webex, By Invitation Only

Audience:

Sales Engineer

Hands On

Gives Sales Engineers and Field Engineers hands on Experience in several Cisco solutions. This initiative unites all different Cisco lab offers including Gold Labs, SRE Labs or Local Labs.

Logistics details:

Live or Webex, By Invitation Only

Audience:

Sales Engineers, Field Engineers



Partner Virtual Team

Promotes the development of TOP Technical Expertise in Partners through deep dive technology update, competitive and design sessions.

Logistics details:

LIVE, By Invitation Only

Audience:

Sales Engineer, Expert Level

IDEA

IDEA is a training platform for our Distributors. IDEA sessions cover diverse business topics of particular interest to distributors, including tools, promotions, marketing resources and programs, product overviews and launches.

Logistics details:

Webex, Monthly

Audience:

Latam Distributors

Spanish:

Mondays or Wednesdays 12:00 PM (Arg Time)

CITW

Training program opened to Cisco Customers and Prospects that covers Cisco products and market trends, with a technical point of view.

Logistics details:

Webex, Bi-Weekly

Audience:

Sales, Sales Engineer

Spanish:

Wednesdays 9:30PM (Mex Time)

CLAU (Cisco Latam Architecture University):

Cisco Latam Architecture University is a six months training program focuses on engineers that wants to increase the basic level to an intermediate one.

This program is available for Enterprise Networks, Security, Data Center and Collaboration architectures.

Logistics details:

Once a year. E-learning method, Open to all registered partners and cisco distributors. It has 2 exams by module, 2 study cases through all the program, 1 live-webex session per module and feedback webex sessions too.

Requirements:

Good English and Spanish knowledge, 1 year of presales experience, CCNA knowledge

💰: This program has a fee



Marketing Digital Journey

Focuses in training Partners in Cisco Marketing Tools and Programs so they can develop their marketing plan in the best way.

Logistics details:

Webex, Quarterly, Open to All Certified Partners

Audience:

Marketing

Spanish:

Third Wednesday of each Q 11:00 AM (Mex time)

Portuguese:

Third Wednesday of each Q 10:00 AM (Bra Time)

| | Sales | Pre Sales Engineer | Field Engineer | Marketing | Operations | Executive |
|-----------------------------------|-------|--------------------|----------------|-----------|------------|-----------|
| Architecture in Action | (+++) | (++) | | | (+++) | |
| Fast Start | (+++) | (+++) | | (++) | | (+++) |
| Sales Acceleration Series | (+++) | (+++) | | | | |
| Miércoles de Webinar Cisco Meraki | (+++) | (+++) | | | | |
| Roadshow | (+++) | (++) | | | | |
| How to Sell | (+++) | (++) | | | | |
| Services Sales Value | (+++) | (++) | (+++) | (+) | (+++) | (+) |
| Consultative Selling | (+++) | (+) | | | | |
| Voice of the Engineer | | (+++) | (++) | | | |
| Bootcamp | | (+++) | (+++) | | | |
| Design Clinic | | (+++) | (++) | | | |
| Hands on Labs | | (+++) | (+++) | | | |
| PVT | | (+++) | (+++) | | | |
| Incentives Hour | (+++) | (++) | | | (++) | |
| Quoting Tools | (++) | (++) | | | (++) | |
| Partner Platform Zone | (++) | (++) | (++) | (++) | (++) | |
| Services to Sales | (+++) | (++) | (+++) | (+) | (+++) | (+) |
| Cisco Partner Connection Series | (++) | (++) | | | | (+++) |
| CLAU | | (+++) | (+++) | | | |
| Marketing Digital Journey | | | | (+++) | | (+++) |

(+++) Audience Intended (++) Extremely Relevant (+) Beneficial

Partner Enablement Guide



| PARTNER PLATFORM ZONE | (+++) | (++) | (+) |
|------------------------|---|---|---|
| Sales | The Sell, Forecast,Welcome to Cisco, PMA | Cisco Capital, PEC | ATP,CVD |
| Pre Sales | PH, dCloud,Welcome to Cisco, PMA | Forecast | ATP,CVD |
| Field Engineer | PH,Welcome to Cisco | | |
| Marketing | PMC, Cisco Leads & Prospects,Welcome to Cisco | | |
| Operations | PSS,Welcome to Cisco, PMA | TPV,CSAT, Audits | |
| Champion | PSS, CSAT, CPP,PMA,Audits,Welcome to Cisco | CMSP,TPV,Cisco Capital,PMA,Audits | |
| INCENTIVES HOURS TOOLS | (+++) | (++) | (+) |
| Sales | PP, Cisco Rewards, APO, VIP, CSPP, CLOUD MDF | | |
| Pre Sales | PP, Cisco Rewards | APO,VIP,CSPP, Cloud MDF | |
| Field Engineer | | | |
| Marketing | | | |
| Operations | PPE | | VIP |
| QUOTING TOOLS | (+++) | (++) | (+) |
| Sales | CCW Quoting, CCW estimates,CCW-R,CCW Basics | | |
| Pre Sales | CCW Quoting, CCW estimates,CCW-R,CCW Basics | | |
| Field Engineer | | | |
| Marketing | | | |
| Operations/Services | CCW-R | | |
| Submitters | CCW Ordering | | |
| SERVICE TO SALES | (+++) | (++) | (+) |
| Sales | | | TAC Process, RMA Process, Escalation Process, AS Overview |
| Pre Sales | | | TAC Process, RMA Process, Escalation Process, AS Overview |
| Field Engineer | TAC Process, RMA Process, Escalation Process, AS Overview; Troubleshooting Workshop | | |
| Marketing | | | TAC Process, RMA Process, Escalation Process, AS Overview |
| Services | | TAC Process, RMA Process, Escalation Process, AS Overview | |
| Operations | TAC Process, RMA Process, Escalation Process, AS Overview; Troubleshooting Workshop | | |

(+++)
Audience Intended (++) Extremely Relevant (+) Beneficial

Initiatives Calendar

The LatAm focused sessions are presented to you in the following calendar:

[LatAm Calendar](#)

The complete America's calendar can be found at:

[Americas Enablement Calendar](#)

Partner Enablement Guide



| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|---|--|---|--|---------------------------|----------|
| | 1 Sales Acceleration Series | 2 Partner Platform Zone Architecture In Action | 3 Velocity Learning Express CITW | 4 Voice of the Engineer Incentives Hour | 5 | 6 |
| 7 | 8 Sales Acceleration Series Quoting Tools | 9 Quoting Tools Fast Start Architecture In Action | 10 Quoting Tools Service to Sales | 11 Voice of the Engineer Quoting Tools | 12 Partner Connections | 13 |
| 14 | 15 Sales Acceleration Series | 16 Architecture in Action Partner Platform Zone | 17 Marketing Digital Journey CITW | 18 Voice of the Engineer Incentives Hour | 19 | 20 |
| 21 | 22 Sales Acceleration Series | 23 Architecture In Action | 24 Service to Sales | 25 Voice of the Engineer | 26 | 27 |
| 28 | 29 | 30 Architecture in Action | 31 | | | |

Sales Message
 Technical Message
 Tools/Platforms Message

