



Cisco Technical Support Services—At-A-Glance

Commercial Segment: Making the First Sale (Canada)

More Sales, Higher Margins

Distributors, resellers, and channel service account managers can boost revenues, increase margins, and build long-term customer loyalty through sales of Cisco® Technical Support Services to commercial customers.

Selling Cisco Technical Support Services can help you:

- Enhance cash flow and margins
- Penetrate new markets
- Improve your competitive advantage
- Increase customer retention
- Expand your relationship with your customer

Focus on selling services as part of a complete solution at the very first sales opportunity. Integrating services into your solutions selling approach will ensure that you maximize your own opportunities for revenue and margin and provide the customer with the greatest value.

Selling Services: Providing Incremental Value to Commercial Customers

Customers will buy service more readily if you show them the value it can deliver as part of a complete solution.

Focus on the positive benefits of the Cisco programs, showing how they enrich the functions and applications that have prompted the customer to buy the solution in the first place.

Driving the Business Need—What Customers Need

- Their networks up and running
- To increase return on investment
- To manage total cost of ownership
- To maintain a competitive advantage
- To maintain business credibility and continuity

Cisco Technical Support Services: A Complete Offering

Cisco offers a family of services to meet the needs of different types of commercial customers:

- Cisco SMARTnet® and SMARTnet Onsite
- Cisco SMB Support Assistant
- Cisco Software Application Support Services
 - Cisco Software Application Support plus Upgrades (SASU)
 - Cisco Application Support (SAS)

Cisco SMARTnet and SMARTnet Onsite—Providing World-Class Support

Cisco SMARTnet and SMARTnet Onsite can help commercial customers accelerate their business success and protect their investment in Cisco hardware and Cisco OS Software with support tailored precisely to the needs of their business.

Cisco SMARTnet coverage includes Software Maintenance (Cisco OS updates), Advanced Replacement (of hardware), Technical Support (access to the world-class Cisco Technical Assistance Center [TAC]), and net access to an online suite of technology-specific tools to help customers support their networks. With Cisco SMARTnet, customers reduce risk and increase return on investment.

The Cisco SMARTnet Onsite option provides a Cisco field engineer to install replacement parts at a customer site.

Cisco SMB Support Assistant—Protecting Network Investments

Cisco SMB Support Assistant is a service option that provides technical support to small and medium-sized businesses using select SMB-class products targeted to organizations of up to 250 employees. Cisco SMB Support Assistant includes access to the SMB Support Portal and Client that includes setup, configuration, and troubleshooting of devices, password recovery, and access to basic health checks and network troubleshooting tools. Cisco SMB Support Assistant provides 8x5 access to the SMB TAC, advanced hardware replacement, and minor software updates.

Cisco Software Application Support Services—Providing Increased Return on Investment, Strengthening Application Functionality

Cisco Software Application Support plus Upgrades (SASU) and Cisco Application Support (SAS) help to keep mission-critical software applications, like network management and voice over IP, current with application updates to strengthen application functionality and to increase the return on investment.

SAS and SASU include minor software updates, minor version releases, comprehensive 24x7 access to technical support, and registered access to a wealth of technical documentation, tools, and utilities on Cisco.com.

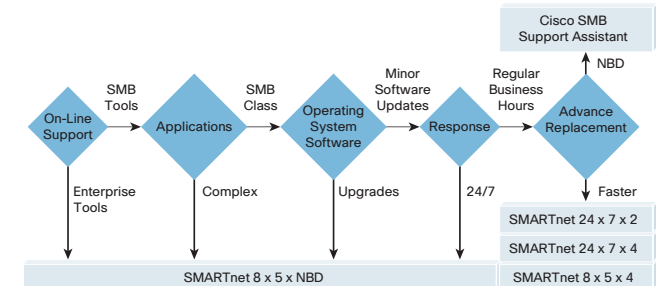
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Which Cisco Support Option is the Right Fit?

A customer's choice of support depends on the extent of service they need. You can help select the right support package by determining:

- The type of self-help tools best aligned to the customers' needs
- The technologies and applications they run
- Future operating system software features and functions they will need
- The time of day they will need live support and the response time they will require if hardware replacement is necessary
- Whether the customer's IT staff will require access to more high-level, step-by-step tools and resources designed for IT generalists, as opposed to Cisco network experts

If the customer requires more immediate support response times and hardware replacement, or plans to roll out a variety of new features that will require operating system software updates, Cisco SMARTnet is likely the better option. If the customer requires more nontechnical assistance, can restrict support service usage to normal business hours, and is looking for the most affordable service product, Cisco SMB Support Assistant can be an ideal solution. The following decision matrix can assist you determine the right support option.



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Finding the Sweetest Spot

The most compelling moment to make a case for services is when you begin working with a customer to determine overall business needs.

This is the time to ask your customers questions that will help you evaluate not only their hardware and software requirements, but also their need for ongoing technical support services.

This is your opportunity to fully explore your customers' questions about cost of ownership, the impact of unexpected downtime, their need to show a return on technology investments, and what a reliable network solution means to the long-term success of their business.

As you discuss these issues with your customers, you will discover the complete solution that will best fit their overall needs—hardware, software, service, and financing.

The Advantage of Multiyear Options

Multiyear contracts (typically 3 years) provide customers the opportunity to take advantage of discount incentives, lock in prices, match service contract to lease terms, and, with financing, improve cash flow. Selling multiyear agreements can also lower your sales administration costs, boost your renewal rates, and increase gross margins and cash flow, with other associated benefits for your return on investment (ROI). In particular, if you sell at the point of first sale, you can secure the budget for the longer-term contract instead of having to pitch for it every year. You can make a strong case for multiyear options because they also remove administrative and management burdens from the customer.

- Discount incentives for customers
- Lower sales administration costs
- Higher renewal rates, stronger gross margins
- Improved cash flow for you and your customer

Financing for Commercial Businesses

Financing is one of the most important tools you have to manage a customer's budget concerns and promote multiyear contracts. Cisco Systems® Capital® financing solutions provide straightforward, flexible leasing options, competitive rates, and fast credit processing (funding in 24 hours or less).

Service Sales Best Practices

- Sell complete solutions, not just products or services

Be sure that your focus is always on the business issues that influence the need for a range of products or services. Make sure that your discussions of products, services, and financing always map back to the higher-level business needs that your customer must address.

- Sell service at the beginning of the sales process

Your customers typically define budgets once at the beginning of a sales cycle. Put service into the offer right at the beginning, as a fundamental component of a complete solution.

- Prepare your customer for the cost of service

Prepare your customers for the additional expense of valuable services so they can plan appropriately. Get them thinking about the long-term value of multiyear contract discounts and build that into the initial proposal.

- Lead with the right offering

Doing your research is important, so you can lead with the right service package.

- Be flexible—match the service level to the budget

Understand your customers' needs in order to build a service proposal that adequately matches their requirements. Consider leasing and financing options available from Cisco Systems Capital. For example, many small companies would prefer monthly payments for the products and services that amortize the cost over three or five years.

Handling Objections

Objection: Why do I need services? Doesn't my warranty cover me?

Response: There are significant differences between the standard Cisco warranty and Cisco services. A Cisco warranty is the company's guarantee of the integrity of its product. It is Cisco assurance that the company will be responsible for the repair and replacement of defective parts associated with your customer's equipment during a designated amount of time, typically 90 days. A service contract covers the life and functionality of the solution once it is installed and working, rather than the integrity of its manufacture.

Objection: I just paid extra for Cisco quality. Why should I pay even more?

Response: Service can increase return on investment and can help reduce total cost of ownership over time. It enables your customers to benefit from Cisco expertise to help them make the most of the equipment they have purchased.

Objection: I have in-house staff who can handle any network issues.

Response: Ask the customer if servicing equipment is really the best use of their in-house team. Do in-house technicians have the time and resources to keep up to speed with the latest networking technologies and developments? Emphasize that the best solution is to have coverage to help technicians when they need it, and free their team to focus on work related to their core business.

Objection: Your customer does not see the value of purchasing a SAS or SASU service contract to support their network software applications.

Response: Getting patches and upgrades as new features are added is critical for any software application to keep it current. Explain that the value of the applications in terms of their contribution to business success will diminish more quickly if they are not kept current. Emphasize the speed of software evolution, particularly in the area of security, and that warranty does not cover software upgrades or minor software updates.

More Information

- Cisco Technical Support Services Portfolio Introduction <http://www.cisco.com/go/tss>.
- SMARTnet and Cisco SMARTnet Onsite <http://www.cisco.com/go/smartnet>
- Cisco SMB Support Assistant <http://www.cisco.com/go/smbasa>
- Cisco Software Application Support Services http://www.cisco.com/en/US/partner/products/svcs/ps3034/ps2827/ps2993/serv_home.html
- Cisco Systems Capital <http://www.cisco.com/ca/channels/financing/>
- Campaign Builder from Cisco <http://www.cisco.com/go/campaignbuilder>