

Cisco Systems Technical Support Services for the Commercial Segment

**Selling Service on
Uncovered Equipment**



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Selling Cisco Technical Support Services can help you:

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

Uncovering Service Sales Opportunities

The information in this guide can help distributors, resellers, and channel service account managers boost revenues, increase margins, and build long-term customer loyalty through sales of Cisco Systems® Technical Support Services to commercial customers with Cisco® hardware or software that is not covered under an existing Cisco service agreement.

Uncovered equipment is Cisco hardware or software sold without the added benefit of Cisco service.

This sales guide is part of an ongoing Cisco effort to increase your service sales effectiveness by helping you sell Cisco services at the very first sales opportunity, secure additional revenue through targeting uncovered equipment, and better capture opportunities to sell service renewal contracts.

The guide provides an overview of the services market, Cisco Technical Support Services, sales best practices, and objection handling tailored to the specific requirements of selling to commercial customers with up to 1000 employees. You will also find marketing resources to help start marketing campaigns quickly to promote the value of services and generate demand.

For more information about selling services at the very first sales opportunity, please refer to the “Making the First Sale” series of sales tools, which includes a comprehensive sales guide, an at-a-glance reference tool, a PowerPoint-based learning module, and a quiz to help reinforce the learning process. The “Making the First Sale” materials can be found at <http://www.cisco.com/ca/go/arm/resources>.

Selling Services: Addressing Needs Created by Uncovered Equipment

Today, very few businesses can compete effectively without some form of network, which means that nearly every business will need networking service and support. And yet service is often positioned as a kind of insurance policy. It is presented as a fallback in case things go wrong, accompanied by scenarios designed to scare customers into buying. Customers will buy service more readily if you show them the value it can deliver as part of a complete solution.

And yet, for a variety of reasons, your customer might have purchased a Cisco networking solution without the added benefit of Cisco Technical Support Services. Or the customer might have chosen to cover only a portion of the network solution. That means that your customer is inadequately protected and that you have an opportunity to help your customer see the additional value created by having service contracts on all of the customer’s Cisco equipment. The most effective way for you to help your customer see this value is by showing how Cisco Technical Support Services can help solve business problems and by timing your sales approach to coincide with critical moments in your customer’s decision-making process.

Focus on the Business Need

The “Making the First Sale” guide provides an overview of some business factors that can influence your customer’s need for Cisco Technical Support Services. These factors also affect your customer’s need to fully cover all Cisco networking solutions.

The “Making the First Sale” guide can be found at <http://www.cisco.com/ca/go/arm/resources>.

Customers need their networks up and running—Today, businesses of every size are highly dependent on their networks, and these networks need to stay up and running to enhance productivity, revenue, and business credibility. The cost of downtime can be substantial and can be measured in terms of productivity or revenue loss, damaged reputation, impaired financial performance, and other costs such as overtime and travel expenses. By including service when they invest in Cisco technology, customers can protect their investments and increase the contribution that their networks make to their businesses.

Customers need to increase return on investment—Technology evolves at a phenomenal rate. When the solution is maintained and updated on a regular basis, it continues to support the business by operating at its full potential for the duration of its working life.



Customers need to manage total cost of ownership—Planned and budgeted service and maintenance costs are considerably less expensive and less difficult to manage than emergency repairs or impromptu service calls. The cost of a service contract is rapidly outweighed by the costs to the business of any downtime, not only in terms of cash, but also in terms of credibility and lost business.

Customers need to maintain a competitive advantage—Keeping network elements current with the latest features and enhancements aids business in quickly and efficiently implementing new applications that can lower costs, improve customer service, reduce delivery times, and expand into new markets.

Customers need to maintain business credibility and continuity—Service can help customers ensure availability of company Websites and access to e-mail services critical to day-to-day operations and successful customer and partner relationships.

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

Cisco SMARTnet and SMARTnet Onsite

Providing World-Class Support

Cisco SMARTnet services 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.

For more information on Cisco SMARTnet services and Cisco SMARTnet Onsite, please go to www.cisco.com/en/US/partner/products/svcs/ps3034/ps2827/ps2978/serv_home.html.

Table 1 shows general tools to help Cisco SMARTnet services customers support their networks.

Table 1. General Tools to Help Cisco SMARTnet Services Customers Support Their Networks

| General Tools for Cisco SMARTnet Customers | |
|--|---|
| Cisco Product Identification Tool | Locate the serial number label on your Cisco product. |
| Software Advisor | Find software compatible with my hardware and with the features I need. Compare the features in different software releases or research a software release. |
| Installation and Configuration Guides | Software and hardware installation guides and configuration examples for your specific software and products. |
| Downloads | Download Cisco software. |
| Cisco IOS Software Upgrade Planner | Browse to find the information you need to upgrade your Cisco IOS software. |
| Memory Calculator for Cisco 2600 and 3600 series multiservice platforms and Cisco 3700 Series multiservice access routers | Cisco 2600 and 3600 series multiservice platforms and Cisco 3700 Series multiservice access routers. |
| Bug Toolkit | Search for software bugs based on version and feature sets. |

Table 2 shows security tools to help Cisco SMARTnet services customers support their networks.

Table 2. Security Tools to Help Cisco SMARTnet Services Customers Support Their Networks

| Security Tools for Cisco SMARTnet Customers | |
|--|---|
| Product Alert Tool | Set up a profile to receive e-mail updates about reliability, safety, network security, and end-of-sale issues for the Cisco products you specify. |
| Security Advisories | Stop an active security attack or prevent an imminent security risk. |
| Report Product Security Incidents | Report security problems you have with a Cisco product. |
| Discussion Forums | Share questions, suggestions, and information about networking solutions, products, and technologies in discussion forums, Tech Talks, and Ask the Expert forums. |
| Output Interpreter | Receive instant troubleshooting analysis and course of action for your router, switch, or PIX® device using collected show command output. |
| Service Request Tool | Request technical assistance by creating a service request or query an existing service request with the TAC. |

Table 3 lists voice tools to help Cisco SMARTnet services customers support their networks.

Table 3. Voice Tools to Help SMARTnet Services Customers Support Their Networks

| Voice Tools for Cisco SMARTnet Customers | |
|---|---|
| Product Alert Tool | Set up a profile to receive e-mail updates about reliability, safety, network security, and end-of-sale issues for the Cisco products you specify. |
| Voice Codes Bandwidth Calculator | Select capacity planning for your packet voice network and determine the bandwidth used by different codecs with various voice protocol over different media. |
| IP Communications Readiness Assessments | Confirm whether your organization has met common network design requirements for a high-availability Cisco IP Communications implementation. |
| Discussion Forums | Share questions, suggestions, and information about networking solutions, products, and technologies in discussion forums, Tech Talks, and Ask the Expert forums. |
| Service Request Tool | Request technical assistance by creating a service request or query an existing service request with the TAC. |

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.

For more information about Cisco SMB Support Assistant, please visit:
www.cisco.com/en/US/partner/products/ps6193/serv_home.html

Cisco Software Application Support Services:

- Cisco Software Application Support (SAS)
- Cisco Software Application Support plus Upgrades (SASU)

Providing Increased Return on Investment, Strengthening Application Functionality

Cisco Software Application Support (SAS) and Cisco Software Application Support plus Upgrades (SASU) 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.

SASU additionally entitles customers to major application upgrade releases which often include new software features and functions. Customers can keep applications current and implement major upgrades quickly and efficiently to maintain a competitive edge.

Table 4. Comparison of Cisco Technical Support Services Features

| Key Features at a Glance | | | | | | |
|---|---|------------------------------|---------------------------|---|---|-------------------|
| Product | Technical Assistance Center (TAC) Telephone Hotline | Cisco.com Web Support | Software Upgrades | Hardware Replacement (Without Engineer) | Engineer Onsite | Equipment Covered |
| SMARTnet | Unlimited | Full Access | OS | Next Business Day 4 hours, 5 or 7 Days a Week; 2 Hours, 7 Days a Week | No | All |
| SMARTnet Onsite | Unlimited | Full Access | OS | Next Business Day 4 hours, 5 or 7 Days a Week; 2 Hours, 7 Days a Week | Next Business Day 4 hours, 5 or 7 Days a Week; 2 Hours, 7 Days a Week | All |
| SMB Support Assistant | Within 1 Business Day from SMB TAC | SMB Support Assistant Portal | OS Minor Software Updates | Next Business Day or Same Day Ship Where Available | No | Limited |
| Software Application Support (SAS) | Unlimited | Full Access | Minor Releases | Not Applicable | Not Applicable | Not Applicable |
| Software Application Support Plus Upgrades (SASU) | Unlimited | Full Access | Major Releases | Not Applicable | Not Applicable | Not Applicable |

For more information about Cisco SAS and SASU, please go to:

http://www.cisco.com/en/US/partner/products/svcs/ps3034/ps2827/ps2993/serv_home.html

Table 4 compares Cisco Technical Support Services features.



Timing Your Sales Approach to Seize the Uncovered Opportunity

After you have made a sale, it is vital to make a follow-up call to help ensure the customer is satisfied with the purchase. This is a great opportunity to learn about how the customer's business continues to evolve and to discuss how Cisco Technical Support Services can help the customer continue to achieve its goals. If your customer did not purchase a service contract at the outset or chose to cover only part of the solution, this is an optimal time to get the customer thinking about expanding service coverage to include all Cisco hardware and software.

Timing your approach correctly can reinitiate the service discussion and open the door to securing expanded service agreements. There are a number of critical milestones for you to seize this important opportunity.

90 days after the first sale—At this point, the Cisco solution is fully implemented, and the customer has begun to experience the benefits to its business. Remind the customer that the warranty coverage has ended and the customer should consider protecting its investment with a service agreement. For those customers who decided to rely on in-house support, this is an ideal time to check that everything is operational and to discuss how to maintain the successful installation. This is a perfect opportunity to approach the customer again regarding the value of a service contract.

When there has been a problem—This is probably the next best time to approach your customer. Your customer has experienced the real effect of what happens when something goes wrong. The customer might even inquire about service without additional prompting. If not, however, never try to sell service until the problem has been resolved. The ideal time to follow up is about 30 days after resolution. Take the time to look at what happened and conduct a “lessons learned” evaluation. Use the evaluation results to see how a service contract would have avoided or helped to avoid the problem. In all likelihood, this will also be an opportunity to sell professional services.

At the time you renew other contracts—When renewing existing service contracts is a good time to look for other equipment that the customer might have that is not covered under a service agreement. Showing the value that the customer has received on the existing contract will help demonstrate the value the customer can receive from covering the other equipment in the network. This is usually a discussion with the customer strictly about services and the benefit received from a service contract, so it is a time where the customer can specifically focus on service issues. You might discover other equipment, purchased from other sources that the customer has, that does not have service contracts. This is a good opportunity to get an entrance into other areas of the customer's network.

When adding to an existing network—When equipment is being added to or replaced on an existing network is a good time to look for other equipment that does not have a service contract. This will add to the “first sale” total solution. The complete network is covered, so the customer receives the full value of the installation.

Best Practices for Selling Service on Uncovered Equipment

Understand the Cisco warranty—You need to know exactly what the Cisco warranty covers on each piece of hardware and software and when it expires. Remember that customers often refuse service because they think that the warranty will provide protection, so it is essential to arm yourself with the knowledge that will help you counter this argument when the time comes. Cisco products come with one of the warranties summarized in Table 5.

Table 5. Understanding Cisco Warranties

| Warranty | Entitlements Description |
|--|---|
| Cisco Standard 90-Day Hardware and Software Warranty | <ul style="list-style-type: none"> ▪ Advance replacement shipping within 10 business days from RMA request date within 90 days of original shipment from Cisco or from Cisco reseller. ▪ 90-day assurance that the SW Media is defect-free and the SW substantially conforms to its published specification. ▪ Guest access to Cisco.com. |
| 90-Day Limited Hardware | <ul style="list-style-type: none"> ▪ Advance replacement shipping within 10 business days from RMA request date within 90 days of original shipment from Cisco or from Cisco reseller. ▪ 90-day assurance that the SW Media is defect-free and the SW substantially conforms to its published specification. ▪ Guest access to Cisco.com. |
| One-Year Limited Hardware Warranty | <ul style="list-style-type: none"> ▪ Advance replacement shipping within 10 business days from RMA request date within one year of original shipment from Cisco or from Cisco reseller. ▪ 90-day assurance that the SW Media is defect-free and the SW substantially conforms to its published specification. ▪ Guest access to Cisco.com. |
| Limited Lifetime Hardware | <ul style="list-style-type: none"> ▪ Advance replacement shipping within 10 business days from RMA request date during supported life of the product, starting on original ship date from Cisco or Cisco reseller. (fan and power supply warranty limited to 5 years from ship-date.) In the event of discontinuance of product manufacture, Cisco warranty support is limited to 5 years from the announcement of discontinuance. ▪ 90-day assurance that the SW Media is defect-free and the SW substantially conforms to its published specifications. ▪ Guest access to Cisco.com. |
| End-User Software License Agreement and Software Warranty | <ul style="list-style-type: none"> ▪ 90-day assurance that the SW Media is defect-free and the SW substantially conforms to its published specifications. ▪ End-user software license agreement terms ▪ Guest access to Cisco.com. |

Help your customer see the benefits of Cisco Technical Support Services over the standard warranty by reviewing the information in Table 6.

Table 6. The Right Support Features

| The Right Support Features | | | | |
|--|--|------------------------------------|---------------------|-------------------------------------|
| | Cisco SMARTnet | SMB Support Assistant | SASU | Warranty |
| Hardware Warranty Duration | Renewable Contracts | Renewable Contracts | No | 90 Days/1 Year/ Limited Lifetime |
| Software Warranty Duration | No | No | Renewable Contracts | 90 Days |
| Technical Support | Yes | Within 1 Business Day from SMB TAC | Yes | No |
| Cisco IOS Software Updates Maintenance Releases | Yes | Yes | No | Yes |
| Minor Releases and Major Releases | Yes | No | No | No |
| Application Software Updates | No | No | Yes | No |
| Registered Access to Cisco.com | Yes | SMB Support Assistant Portal | Yes | No |
| Parts Replacement | Standard: Next Business Day Delivery Options: 2-Hour, 4-Hour Onsite | Next Business Day or Same Day Ship | No | RTF (10 Days) |
| Equipment Covered | All | Limited | None | All |

Create a database to manage the process—The most successful Cisco service resellers are those that have a system in place to help them track service opportunities, which they use to promote selling activities. You might already have something in place, but if not, investing the time up front to create a simple system to help you manage your opportunities will make the process of selling services for uncovered equipment more effective.

Consider including the following fields in your database tracking system for each individual sale of Cisco equipment:

- Date of sale
- Equipment sold

- Warranty details for each type of hardware or software solution
- Whether or not service was sold with the solution
 - If yes, details of service program sold: Cisco SMARTnet services, SMB Support Assistant, SAS/SASU
 - If no, reasons why customer declined: relying on warranty, in-house resources, budget
- Follow-up strategy
 - 90 days after sale
 - When there has a been a problem
 - At the time you renew other contracts
 - When adding to an existing network

Your follow-up strategy might consist of a face-to-face meeting or a phone call. You might also choose to use the Cisco marketing materials such as e-mailers or direct mailers to help you sell services on uncovered equipment.

Your database might end up looking something like Table 7.

Table 7. Sample Customer Database Report

| Sample Customer Database Report | | | | | | | | |
|---------------------------------|-----------|---|---------------------------|------------------|-----------------|---------------------|---------------------------------------|----------------|
| Customer | Date Sold | Equipment Sold | Warranty Details | Service Coverage | Service Program | Reason for Decline | Follow Up | Action |
| ACME Legal | 01/02/05 | Cisco PIX® 501 Security Appliance | Standard 90 Day | No | – | Relying on Warranty | 90 Days After Sale | Send e-mail |
| Davies Consulting | 02/23/05 | Cisco Catalyst 2950 Series Switch | Limited Lifetime Hardware | No | – | In-House Support | When Adding to an Existing Network | Telesales Call |
| Rowland Travel | 02/25/05 | Cisco 1700 Series Modular Access Router | One-Year Limited Hardware | No | – | Budget | At the Time You Renew Other Contracts | Direct Mailer |
| Rowland Travel | 02/25/05 | Cisco PIX 501 Security Appliance | Standard 90 Day | No | – | Budget | When There Has Been a Problem | Telesales Call |

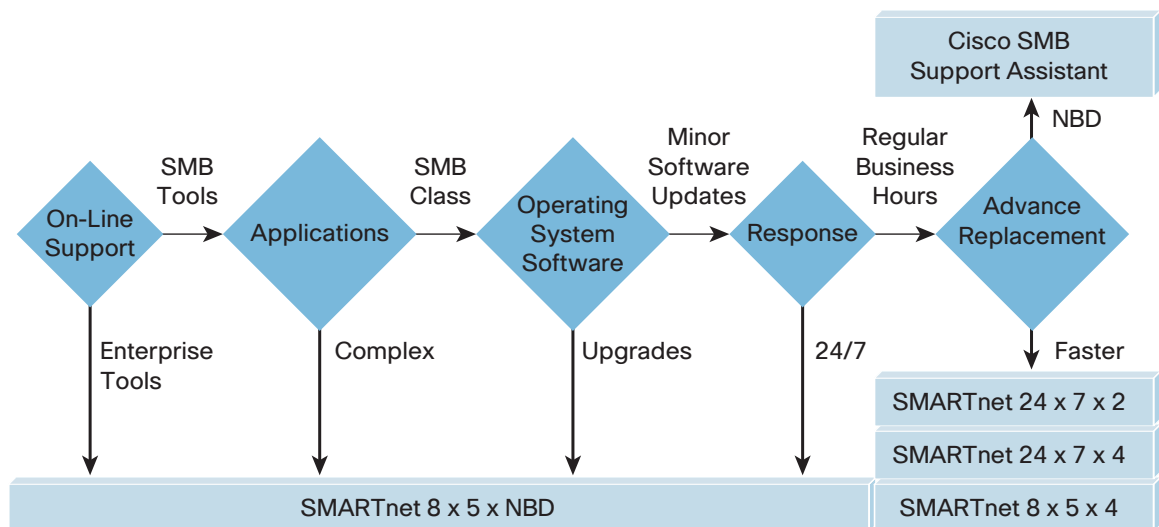
The primary takeaway is that you need some sort of system to help you:

- identify the critical moments when your customer will be most receptive to purchasing service coverage,
- build an action plan,
- track your performance.

Track response rates for marketing campaign activities—The database best practice described earlier lists three different marketing communication methods: e-mailers, phone calls, and direct mailers. It is important to track the response to these different media. Cisco resellers state that different approaches work for different customers. For example, an e-mailer might produce a response of 10 percent, and a mailer might also produce 10 percent; but it will be a different 10 percent. Eventually, you will discover which customers respond best to phone calls, which prefer e-mail, and so on. The most important thing is to keep tracking and recording variables until you have refined your strategy for each customer.

Lead with the right offering—Doing your research is important, so you can lead with the right service package. You can use Figure 1 to help you determine which program to propose.

Figure 1. Service Program Decision Guide



Use Cisco SMB Support Assistant—Cisco SMB Support Assistant is particularly valuable when selling to smaller businesses that have uncovered equipment, because it gives you a fresh story to tell. Cisco SMB Support Assistant has been tailored to the needs of smaller businesses and is a great proposition to put to these customers.

Cisco SMB Support Assistant is a cost-effective support and maintenance program that delivers help tailored to the needs of your customer’s business and network, lowering the customer’s total cost of ownership and providing higher operational reliability. However, remember that Cisco SMB Support Assistant covers only specific Cisco products.

For up-to-date information about which products are supported by Cisco SMB Support Assistant, please go to

www.cisco.com/en/US/products/ps6193/serv_datasheet0900aecd8025e842.html.



Handling Objections

As you roll out your strategy, you might encounter the same sorts of objections as were raised at the point of first sale. Refer to the “Making the First Sale” sales guide for more information about handling objections at the point of first sale.

<http://www.cisco.com/ca/go/arm/resources>

Objection

Why do I need service? Does the warranty not cover me?

Response

There are significant differences between the standard Cisco warranty and Cisco services. The Cisco warranty covers repair and replacement of defective parts, whereas Cisco service contracts cover the life and functionality of the solution after it is installed and working. Your customer’s warranty will expire. Remind your customer of the warranty status and be sure to list any equipment for which the warranty has already expired. Then describe the additional benefits of Cisco service.

Objection

I’m sure my in-house staff can handle anything that comes up.

Response

Ask how the customer is handling Cisco OS Software updates. Remind the customer that Cisco OS Software updates are only available on products with service contracts. Discuss the need and benefits of being able to update Cisco OS Software. Ask the customer if servicing equipment is really the best use of its in-house team. 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 the customer’s core business. Also discuss the expertise of the in-house staff. Does it have the necessary knowledge and experience, especially on new technologies?


Objection

I still do not have budget.

Response

Revisit the cost of downtime for your customer. Ask your customers how downtime affects:

- Employee productivity
- Customer and partner relationships
- Revenue
- Financial performance



This will give you a framework for showing that the initial expense of a service contract is far less than the effect of not being adequately covered. This is also an opportunity to discuss Cisco Systems Capital® financing solutions with your customer.

Objection

I paid extra to get Cisco quality. Why should I pay for even more?

Response

A good topic to explore is whether the network has changed or any new applications have been put on the network since the customer originally purchased the equipment. Remind the customer that service can increase return on investment and can help reduce total cost of ownership over time. It enables customers to benefit from Cisco expertise to help them make the most of the equipment they have purchased. As an industry leader, Cisco continually evolves and develops its products; with service coverage, your customer can take full advantage of the Cisco investment in innovation and keep its infrastructure current with the leading edge of networking technology. Emphasize the value of software downloads to help ensure that the customer has the most current versions.

Marketing Support

Marketing campaigns can help you generate new business and/or reinforce the reason for buying services. These resources can also be used to communicate to the customers you have identified with uncovered equipment to help them understand the value of services. **Campaign Builder from Cisco** can help you create customizable e-mail blasts, postcards, ads, flyers, and more to build customer awareness, while reducing time to market and overall costs. Campaign Builder is for Cisco Registered, Certified, and Specialized Partners in Australia, Canada, France, Germany, Italy, Latin America, New Zealand, the United Kingdom, and the United States.

For More Information

To access Campaign Builder from Cisco, go to <http://www.cisco.com/go/campaignbuilder>

We have provided examples here to help you get started with your marketing campaigns to sell service for uncovered equipment. More resources can be found in the Campaign Builder tool.

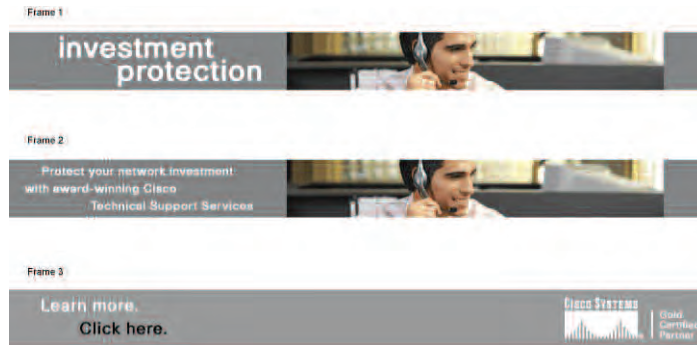
Full Page Ad

Half Page Ad

Flier

Direct Mailer

Web Banners



E-Mailer



You can find extensive sales, marketing, and training material for all Cisco service offerings by visiting the Cisco Technical Support Services Portfolio Introduction page at www.cisco.com/en/US/partner/products/svcs/ps3034/ps2827/serv_group_home.html.



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