

Cisco Technical Support Services—At-A-Glance

Commercial Segment: Selling Services on Uncovered Equipment

Uncovering Service Sales Opportunities

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 with Cisco hardware or software that is not covered under an existing Cisco service agreement.

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

Selling Services: Addressing Needs Created by Uncovered Equipment

The most effective way to sell services for uncovered equipment is to show 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—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™ 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 Service and SMARTnet Onsite—Providing World-Class Support

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 (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.

Timing Your Sales Approach to Seize the Uncovered Opportunity

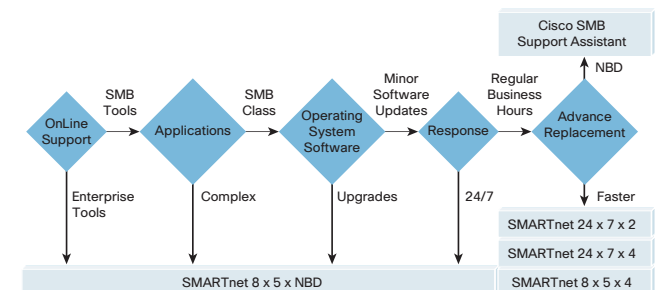
Timing your approach correctly can reinitiate the service discussion and open the door to securing expanded service agreements. There are a number of critical milestones for you to seize this important opportunity.

90 days after the first sale—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.

When there has been a problem—Your customer has experienced the real effect of what happens when something goes wrong. Never try to sell service until the problem has been resolved. The ideal time to follow up is about 30 days after resolution. Conduct a “lessons learned” evaluation. Use the evaluation results to see how a service contract would have avoided or helped to avoid the problem.

At the time you renew other contracts—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. You might discover other equipment that the customer has purchased from other partners 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.



Cisco Technical Support Services—At-A-Glance (Continued)

Commercial Segment: Selling Services on Uncovered Equipment

Best Practices for Selling Service on Uncovered Equipment

Understand the Cisco warranty—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.

Create a database to manage the process—You need a system to help you identify the critical moments when your customer will be most receptive to purchasing service coverage, build an action plan, and track your performance.

Track response rates for marketing campaign activities—Cisco resellers state that different approaches work for different customers. The most important thing is to keep tracking and recording variables until you have refined your strategy for each customer. Eventually, you will discover which customers respond best to phone calls, which prefer e-mail, and so on.

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

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.

Handling Objections

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

Remind the customer that Cisco OS Software updates are only available on products with service contracts. 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.

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

Objection

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

Response

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.

More Information

This 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.

Making the First Sale

For more information about selling services at the very first sales opportunity, refer to the “Making the First Sale” series of sales tools.

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

Selling Services on Uncovered Equipment

For more information about selling services on uncovered equipment, refer to the “Selling Services on Uncovered Equipment” series of sales tools.

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

Other Resources

- Cisco Technical Support Services Portfolio Introduction
http://www.cisco.com/en/US/partner/products/svcs/ps3034/ps2827/serv_group_home.html
- SMARTnet services and Cisco SMARTnet Onsite
http://www.cisco.com/en/US/partner/products/svcs/ps3034/ps2827/ps2978/serv_home.html
- Cisco SMB Support Assistant
http://www.cisco.com/en/US/partner/products/ps6193/serv_home.html
- Cisco Software Application Support Services
http://www.cisco.com/en/US/partner/products/svcs/ps3034/ps2827/ps2993/serv_home.html
- Cisco Systems Capital® information
<http://www.cisco.com/ca/channels/financing>
- Campaign Builder from Cisco Systems, Inc.
<http://www.cisco.com/go/campaignbuilder>