

ciscoSMB selectpartner

Program overview

Opportunities abound as small and medium businesses (SMBs) invest increasing amounts into networking solutions. There is a growing awareness amongst SMBs of the competitive advantages to be reaped from leveraging IT. Lacking their own dedicated IT personnel however, these businesses usually rely on the expertise of resellers. For well-placed Cisco partners, this represents an opportunity that is not to be missed.

To help partners develop this opportunity, Cisco has created the SMB Select Program that provides market-proven resources for selling to the SMB market. These include sales strategies, persuasive collaterals and marketing resources, including the Cisco SMB Select Partner designation.

The Cisco SMB Select Partner designation recognises partners with a focus on selling to the SMB market. This designation differentiates your company and signals to customers that you understand and support networking solutions for SMB customers.

Program benefits

Cisco provides SMB Select Partners with a set of specifically designed sales tools and support services. SMB Select Partners are able to access a portfolio of SMB-focused sales and marketing resources that help to increase sales and enhance customer satisfaction. Once enrolled into the program, SMB Select Partners are further eligible for financial incentives and selected channel incentive programs.

Program details vary by country. To find out more about the benefits specific to your country, visit www.cisco.com/asiapac/partners/smb/smbselect

Dedicated support

As a Cisco SMB Select Partner, you enjoy access to a Cisco Channel Account Manager (CAM) or Inside Channel Account Manager (ICAM), who will be assigned to your company and provide you with support in the following areas:

- How to identify the right Cisco solutions for your customers
- How to use the available marketing/sales tools and services
- How to close business deals
- Help in addressing any other issues or problems that you may have

Your CAM or ICAM will help you take advantage of the available Cisco incentive and reward schemes; further helping you drive incremental business with exclusive sales promotions, and making your business even more productive and profitable.

Right-sized solutions

Cisco has developed a full portfolio of right-sized network solutions comprising the Secure Network Foundation Solution and the Business Communications Solution. Designed to meet the needs of growing businesses, these solutions address three key issues that affect growing businesses – security, collaboration and productivity – and provide all the necessary tools needed to streamline operations, improve customer services and create new revenue streams.

Business Communications Solution

The Cisco Business Communications Solution is the industry's first integrated voice, video, data and wireless communications system designed and priced for small, medium and mid-market businesses. Smart, simple and secure, the solution provides an intelligent, resilient and adaptable infrastructure that enables companies to enhance the way they do business and build a competitive edge.

Secure Network Foundation Solution

The Cisco Secure Network Foundation Solution offers businesses an integrated network system that can dramatically simplify operations, reduce costs and speed time to profitability. Developed specifically to meet the unique challenges that growing businesses face, Cisco's simplified networking solution safeguards data and actively promotes business success. It's also a cost-effective option that can help smaller growing businesses manage costs and resources, without sacrificing business integrity or network security.

Helping you sell effectively

To discover the key selling points which will help you drive demand for the solutions amongst your SMB customer base, visit "How to Sell Business Communications Solution At-A-Glance" and "How to Sell Secure Network Foundation Solution At-A-Glance" at www.cisco.com/asiapac/partners/smb

For further information about Cisco's products and services for growing businesses, refer to your Knowing Growing Businesses sales pack, or visit www.cisco.com/asiapac/partners/smb



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