An Introduction to the Cisco Lifecycle Services Approach
A Holistic, Network-level Approach to Services
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There is a rising need for businesses to implement personalization and customization in order to meet customer expectations. This is especially true for small and medium-sized (SMB) businesses as customers often demand that these smaller organizations operate as if they were large enterprises. They must manage growing volumes of data, expand broadband capabilities, and collaborate effectively to remain competitive, but still maintain agility and flexibility. The network can no longer simply act as a pipeline for moving information, but instead must evolve to an intelligent network and become a platform for integrating business strategies, processes and goals. Intelligent networks are enabling applications, network management, systems, and network services to work better.

Integrating intelligence into the network therefore requires alignment of network and business requirements throughout the network lifecycle—the beginning-to-end view of the continuum of events that take place in the network lifespan. This integration is essential for managing the increased complexity that results from the additional capabilities intelligent networking delivers.

However, despite the expansion in network size, utility and strategic value the network offers, businesses continue to use traditional short-term, point approaches to network service and support where a holistic, network-level approach to services is required.

The Cisco Lifecycle Services approach detailed in this guide, and illustrated in Figure 1 overleaf, defines the requisite activities at each phase of the network lifecycle to ensure service excellence that is independent of who performs the service activities.

Small and medium-sized businesses can no longer afford to accept a short-term traditional approach to network support. Enabling an effective, efficient deployment of advanced technologies with minimal disruption to operations requires a lifecycle approach.
The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence as shown in Figure 1. With a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers, we achieve the most effective results. The Cisco Lifecycle Services approach provides a coordinated sequence of activities in deploying and operating technologies and optimizing their performance helping customers to:

- Prepare—Align technology and business goals
- Plan—Validate that the network can support the proposed system
- Design—Align products and services to requirements in a sound design
- Implement—Integrate the system without causing disruption or vulnerability
- Operate—Progress smoothly into operations
- Optimize—Continually adapt to changing business requirements

“By moving from a traditional technology silo-based, organizational structure to a lifecycle-based model, we were able to improve our operational metrics considerably. Our number of cases decreased by 60 percent, and our time-to-repair to get clients back up and running has decreased by almost 70 percent. Overall, five out of five metrics improved.”

–John Manville, Vice President, IT Networks and Data Center Services, Cisco

What Cisco Is Telling Customers

The network lifecycle is a beginning-to-end view of the continuum of events that take place in the network lifespan. It creates a framework for defining services that is independent of who performs the service activities—Cisco, partners, or customers themselves—enabling multiple parties to provide the support needed in a coordinated manner. It establishes methodologies that are based on leading practices commonly agreed upon and understood in the networking industry and aligns service and support activities with customer business and technology requirements throughout the six phases of the network lifecycle.

Figure 1. The Cisco Lifecycle Services Approach

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*Source: How Cisco IT Implemented Organizational Change and Advanced Services for Operational Success, 2009. This publication describes how Cisco has benefited from the deployment of its own services. Many factors may have contributed to the results and benefits described; Cisco does not guarantee comparable results elsewhere.*
To facilitate engagement with the customer Cisco has simplified this illustration further by consolidating the lifecycle phases into three discrete groups according to the type of service and how the customers might expect these services to be offered or delivered. Figure 2 represents how each of the six phases of the network lifecycle is mapped against the simplified Plan, Build, Run phases presented to the customer.

**Plan:** During the Plan phase, Cisco Advanced Services focus on activities to help Prepare, Plan, and Design the solution. Cisco’s Prepare, Plan, and Design Services are generally technology-specific and based on a Statement of Work created for each customer engagement. As such, the particulars may vary between customers.

**Build:** During the Build phase, Cisco generally relies on partners to help customers implement their solutions. However, for our largest customers or for new technologies or service offerings, Cisco Advanced Services can help implement the solution. Cisco’s Implementation Services again are generally technology-specific and based on a Statement of Work created for each customer engagement. Again, the particulars may vary between customers.

**Run:** During the Run phase, Cisco Advanced Services focus on activities to help Operate and Optimize the solution. Cisco’s Operate and Optimize Services are typically based on an annual subscription, and deliverables and activities can be configured to meet customer needs using the Advanced Services Pricing Tool.

*Figure 2. A Simplified, Customer View of the Lifecycle*
Customer Business Benefits
Cisco and its extensive global network of partners develop and deliver Cisco Lifecycle Services collaboratively. Partners are qualified against standards for expertise in deploying and operating a particular technology. In addition, Cisco trains, certifies, and authorizes partners to deliver services and support. This way, when companies purchase Cisco equipment, customers can receive a consistent services approach and delivery across the entire network, regardless of the network’s size or geographic reach.

With the lifecycle services approach, partners can help customers to:
- Increase a network’s value and return on investment and gain competitive advantage by improving network total cost of ownership, business agility, and network availability
- Increase network staff productivity through proactive preparation and planning that can prevent errors and rework as well as through efficiency gains from improving knowledge and skills
- Improve network availability, resiliency, security, and scalability through diligent system planning, design, maintenance, and optimization

Your Business Benefits
The Cisco Lifecycle Services approach in conjunction with the supporting methodologies and training benefits partners by:
- Lowering the cost of doing business by using consistent, repeatable and proven processes for selling, delivering, and supporting Cisco advanced technology solutions.
- Reducing risk in deploying and supporting technologies by providing knowledge transfer, partner enablement, and Cisco or co-brand services.
- Differentiating services offerings by carrying out the minimum set of activities required to successfully sell, deploy, and operate a particular technology—collaboratively with Cisco.
- Improving end-customer satisfaction ratings and loyalty by helping customers to successfully deploy and operate Cisco technologies and to optimize their performance throughout the lifecycle of the network.
Highlights

- Cisco helps partners build a robust services practice; they do this in two ways. By strengthening the services partners sell and deliver under their own brand, or by adding depth and breadth to the partner’s own services portfolio.
- Cisco provides a wide variety of service capabilities across the entire network lifecycle. These services are available for partners to sell according to the terms of the partner’s contract with Cisco, their specialization and certification.

What You Can Sell

In the **operate** and **optimize** phases of the network lifecycle, partners can resell Cisco services or engage in a collaborative approach to deliver the necessary services within the Technical and Remote Management Services portfolio.

In the **prepare, plan, design, and implement** phases of the network lifecycle, partners can develop and offer their own services or engage Cisco to deliver Cisco Advanced Services. Cisco offers Steps to Success that provides a suite of enablement tools, methodologies, and resources to help you develop your own offerings. You can also offer Cisco Advanced Services to help your customers transform their business to meet today’s demanding environment and evolve their network into an intelligent and strategic platform.

A range of Advanced Services capabilities are available. The portfolio is extensive and services can be custom-tailored to meet the needs of your customers based on their specific business objectives. Cisco and you will work with customers to determine the specific services that address their requirements.

Cisco supports three different models to enable partners to sell and deliver services as shown in Figure 3. These are Cisco brand services, collaborative services, and partner brand services. Note however that the availability of Cisco Services for resale is dependent on geographic region, the terms of a partner’s contract with Cisco, and whether a partner purchases directly from Cisco or through a Cisco Authorized Distributor.

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**Figure 3. Cisco Services Partner Delivery Models**

<table>
<thead>
<tr>
<th><strong>Cisco Brand Services</strong></th>
<th><strong>Collaborative Services</strong></th>
<th><strong>Partner Brand Services</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>These services are sold by partners and delivered by Cisco experts with extensive networking, business, and technology experience with large, sophisticated networks. Cisco Services enable partners to provide customers with support services without having to make significant investments in developing and operating their own support infrastructure.</td>
<td>These services are sold by partners and delivered collaboratively by Cisco and its partners. They provide partners with opportunities to increase profitability and growth by combining Cisco’s networking expertise and best practices with the partner’s business knowledge and personalized service, giving customers a consistently excellent service experience.</td>
<td>These services reflect the expertise and unique value-add of the partners in our global network. Many partners sell their own brand of services throughout the lifecycle of an end customer’s network or solution. Cisco provides partners with Lifecycle Services methodologies, processes, and tools to help them deliver services to customers in a repeatable, successful, and profitable manner.</td>
</tr>
</tbody>
</table>
Collaborative Professional Services is a new services program that enables Cisco's Advanced Services penetration into the mid-to-low enterprise and high-end commercial market segment. This has created an opportunity for our partners to engage directly with their customers to offer Advanced Services at a 1-tier and 2-tier partner level.

Cisco and their partners can provide service options at each stage of the network lifecycle. These are illustrated against the different delivery model options relevant to each in Figure 4 and some of the many services capabilities in Figure 5.

![Cisco Lifecycle Services Offerings](image1)

**Figure 4. Cisco Lifecycle Services Offerings**

<table>
<thead>
<tr>
<th>Prepare</th>
<th>Plan</th>
<th>Design</th>
<th>Implement</th>
<th>Operate</th>
<th>Optimize</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco Professional Services</td>
<td>Collaborative Professional Services</td>
<td>Partner Professional Services</td>
<td>Cisco Services</td>
<td>Collaborative Services</td>
<td>Partner Services</td>
</tr>
</tbody>
</table>

![Cisco Smart Services Portfolio](image2)

**Figure 5. Lifecycle Services Capabilities**

**Advanced Service Capabilities**
- Business and Technology Strategy Alignment
- Business Value Justification
- Network Architectural Planning
- Technology Readiness Assessments
- Business Solution Architecture Planning
- Advanced Technology Strategy Support
- Foundation Technology System Design
- Advanced Technology Planning & Design
- Network Migration Planning & Support
- Advanced Network Security Strategy
- Ongoing Network Performance Tuning
- Networking Staff and Technology Education
- Operational Readiness Assessment
- Network Change Support

**Technical Service Capabilities**
- Technical Assistance from Cisco
- Advanced Hardware Replacement
- Cisco.com online Technical Resources
- Operating System Support and Updates
- Cisco Application Software Updates and Upgrades
- Remote Monitoring, Diagnostics, Alerts
- Security Threat Mitigation
- Engineering/Operations Specialists

**Remote Management Capabilities**
- Change Management
- 24 x 7 Remote Monitoring
- Day-to-Day Operational Management
- Software Patch Management
- Root Cause Analysis
- Performance and Availability Reporting
- Single Point of Contact for Day 2
- Remote Management Portal

If you have a direct relationship with Cisco and have questions about what services you can resell, please contact your Cisco channel account manager. If you purchase through a distributor and have questions about what services are available for you to resell, please contact your distributor.
How to Get Started

Lead With a Consulting Engagement

We have already discussed how partners can offer their own brand of consulting services in the prepare, plan, design, and implement phases based on the Cisco Lifecycle Services approach supported by Steps to Success. Alternatively, partners can now also offer these services through Cisco Collaborative Professional Services and the Cisco Services Channel Partner Program. In either case, securing consulting engagements early in the sales cycle helps customers define their technology requirements and deliver a network solutions recommendation.

Customers need to understand that this consultative approach reduces the company’s risk and accelerates success by providing a solution that goes above and beyond the limited assessment of a simple sales approach. These initial consulting services can therefore also promote sales of advanced technologies and follow-on services (Figure 6).

Figure 6. Consulting Services Drive Product and Support Service Revenue

Note: The 1-4-7 multiplier effect is a typical example that might vary widely by industry, technology, and customer situation. In some customer situations, Cisco has found that the revenue opportunities are significantly greater, while in others the resulting revenue has been less. The purpose of the model is to highlight the increase in overall Cisco sales potential that comes from engaging Services early in the process.
Identify the Required Activities

Within the six Lifecycle Services approach phases there are a number of required activities to build the intelligent network. These range from developing a requirements specification and proof of concept through to providing operations and security assessments. Partners can review the complete list of services by lifecycle phase to determine whether the activities in each phase are relevant to their business goals, customer requirements, and available resources. After partners determine the appropriate mix of lifecycle services for each phase, they can structure their service practice and selling activities to address these particular areas. Figure 7 illustrates the minimum set of activities required at each of the network lifecycle phases. Those highlighted in color are particularly relevant to the small and medium-sized business.

Figure 7. Activities within the Network Lifecycle Approach
Strategies for Successful Selling

Cisco provides strategies and guidance to help you improve your sales effectiveness, avoid common mistakes, and improve your skills. The checklists below will help you see how to structure your sales tactics. The pages that follow provide detail on each of the recommended activities that can help you fully absorb them.

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### Adopt Best Practices

- Start the conversation early about the value of services.
- Adopt a collaborative model.
- Maximize your revenue with a solutions-led selling approach.
- Introduce consulting services.
- Implement a gating process.

### Avoid Common Mistakes

- Do not over-promise on service delivery.
- Do not feel confined by the representation of the Cisco Lifecycle Services approach—be flexible.
- Keep complexity to a minimum.
- Do not overlook the tools and resources available to support your business.
- Do not be put off by budget limitations—promote the advantage of Cisco Capital financing solutions.

### Increase Your Skill

- Standardize on a solution selling training program within your organization.
- Utilize Cisco's Steps to Success tools, content and resources.
- Reference Cisco’s E-Consulting for Partners online resource.
- Benchmark leading practices to target areas for improvement and investment.
- Regularly update your knowledge and skill through the Cisco Services Accelerate program.
Strategies for Successful Selling: Adopt Best Practices

Start the Conversation Early About the Value of Services

The most compelling moment to make a case for services is at the beginning of discussions with customers to determine their overall needs. A goals-oriented discussion helps you establish yourself as a trusted advisor and pave the way for a solution-selling engagement. By leading with a consulting services engagement, you can help your customers identify their challenges and opportunities, and design and implement a solutions architecture that addresses those needs. Offering these consulting services early in the sales cycle helps you learn important information about the customer that informs the entire sales process and enhances your ability to generate incremental revenue from implementation services, hardware and software sales, and support solutions.

Adopt a Collaborative Model

Cisco focuses on empowering partners to transform their business model to enable them to compete effectively by offering best-in-class solutions that address customer needs throughout the network lifecycle. The Cisco vision for partner success in the small and medium business segment and beyond requires collaboration, teamwork, and a unified approach between Cisco and our channel partners.

This increasingly collaborative model allows partners to create a unique solution offering that differentiates them from competitive offers and allows them to expand their portfolio and realize a greater return on their investment in their services practice. Partners who are ready to embrace this business model will think differently about how they build their business, the skills they need to have on staff, and how they engage with and support the customer.

Maximise Your Revenue With A Solutions-Led Selling Approach

A solution-led approach usually starts with a discovery or assessment in the prepare phase of the network lifecycle. These assessments are important in order to set a common basis of understanding of the customer’s objectives and current state of their network and are a key component of the Cisco Smart Care Service. Assessments also provide the opportunity to formally agree on necessary next steps to progress toward the desired future state of their network. By consistently considering and inserting Cisco Technical Services and Cisco Advanced Services, or your own consulting services at the appropriate points in the selling process, you can improve customer intimacy and customer loyalty and gain opportunities to improve profitability. By exploring customer challenges and the role that the network plays in helping address those challenges, you will gain important information that will help you to build a case for services throughout the network lifecycle.

For further information, see the Cisco Services Accelerate Program topic: “Selling Cisco Services Early in the Sales Process.”
Introduce Consulting Services
The solution sales approach will also help you explore opportunities for consulting services. Consulting services offer a customized solution positioning customers for future success by helping them better anticipate growth and expansion. You can also create greater revenue opportunities for advanced technologies such as voice, security, mobility, and support services.

Leading with consulting services you position yourself as a trusted advisor by helping customers make sound business decisions, by assessing their existing network environment, and by designing a solution that meets their financial requirements. To be successful with consulting engagements, you need to have a well-understood and unique value proposition that is meaningful to the right customers, introduces services early in the sales cycle, and changes customers’ expectations about the value of presales activities.

Implement a Gating Process
Establish a process for making sure that your sales teams fully explore opportunities for each phase of the network lifecycle. Use the lists of minimum activities per phase as defined by the Cisco Lifecycle Services approach as a starting point. Require that your salespeople explore opportunities for each of the services listed, and then require management signoff as the customer moves through all six phases of the lifecycle. This will help ensure that you have fully explored all opportunities for consulting services, design and implementation services, as well as pull-through hardware and support services.

For further details of the Smart Care network assessment capabilities, see the Cisco Services Accelerate program topic: “Cisco Smart Services for Small and Medium Business Portfolio: Cisco Smart Care Service.”
Strategies for Successful Selling: Avoid Common Mistakes

Do Not Over-Promise on Service Delivery

The Cisco Lifecycle Services gating process outlined above helps partners identify the many opportunities for services and map them against the available resources both internally and externally. Use these processes to ensure that you do not over promise on delivery. A thorough review of the service opportunity and requirements aligned with the various options Cisco makes available for partners to sell and deliver services—Cisco Brand Services, Collaborative Services and Partner Services—enables you to ensure that you have the professional capability you require and that is applied as and when it is needed.

Do Not Feel Constrained by the Cisco Lifecycle Services Approach

Although the Cisco Lifecycle Services approach defines the critical phases in the network lifecycle, different partners might wish to approach the network lifecycle differently, uncover different types of opportunities, and focus on different phases of the network lifecycle depending on their resources, capabilities, and market focus. For example, a partner that has the ability to fully stage a customer network in its facility might be able to generate significant follow-on service revenue for providing this service. Similarly, partners that have a network operation center might be able to provide management services that can be very compelling solutions to small and medium-size business customers.

Some partners might also model and present the lifecycle services approach differently. They might find that their customers define the network phases as fewer than six and refer to the phases with different names such as plan, build, operate, and maintain. Regardless of the number of phases and the names of the phases, the concept of lifecycle services is still the same.

Keep Complexity to a Minimum

As trusted advisor, the role of the partner is to ensure that the detail of the required service offerings is mapped fully with the pre-requisite activities within the six phases of the network lifecycle. Align this to the simplified Plan, Build, Run methodology to keep it simple and ensure the customer is more readily able to embrace the concept of the network lifecycle, understand how that applies to their business needs and how the relevant services will be delivered.

Do Not Overlook the Tools and Resources Available

Use the tools and resources available to help partners sell, deliver, and support Cisco technologies: for example, Cisco E-Consulting for Partners, Steps to Success, Cisco Partner Field Guide, Partner Practice Builder and SMB Practice Builder, the Cisco Lifecycle Services white paper, and the Cisco Lifecycle Services interactive tour.

Do Not be Put Off by Budget Limitations—Promote the Advantage of Cisco Capital Financing Solutions

Financing through Cisco Capital offers an alternative, flexible method for businesses to acquire a complete Cisco solution that includes both technology and services. Cisco Capital financing agreements can be structured to include hardware, software, installation, and maintenance. This means that by offering financing, you are in a position to help your customer implement a complete solution.

Highlights

• Be certain to apply the Lifecycle Services approach flexibly so you can adapt it to both you and your customers’ requirements and capabilities
• Utilize the many resources around the Cisco Lifecycle Services principles available, to enable and grow your services practice

For further guidance on promoting the value of financing on Cisco Services, information on the available resources for growing a financing business, and strategies to expand sales opportunities by selling financing solutions, consult the ‘Selling the Value of Financing Cisco Services’ guide and training module in The Cisco Services Accelerate program.
Strategies for Successful Selling: Increase Your Skill

Standardize on a Solution Selling Training Program For Sales Staff

Investing in sales training, certification, and specialization will help you accelerate growth, differentiate your business, and increase your profitability. Focus on consultative and solution-focused models that apply specifically to the IT industry and technology sales. The enhanced programs enable you to extend your capabilities to be a provider of broad, integrated networking solutions, highly specialized solutions, or both. The combination of lowering the cost of doing business, enhanced economic incentives, and driving new business will enhance your growth, profitability, and return on investment over time.

Utilize Cisco’s Steps To Success Tools and Resources

Cisco Steps to Success is a business-building platform that provides partners with a step-by-step engagement model to grow capabilities for selling, delivering, and supporting Cisco Advanced Technology business solutions throughout the network lifecycle. Cisco’s Steps to Success provide technical project methodologies and resources that help partners improve time-to-competency, productivity and profitability by promoting consistent and repeatable customer engagement model.

Examples of specific leading partner practices in Cisco’s Steps to Success include: Integrating your Value-Added Service Offering, Creating Demand, and Delivering Customer Business Value through Collaborative Partnerships

Reference Cisco’s E-Consulting for Partners Online Tool

Cisco E-Consulting for Partners helps you quickly and accurately pinpoint areas for improvement across your sales and delivery functions using Cisco’s online business consulting resource. This sophisticated self-help resource performs deep inspection and analysis of your actual performance metrics, compares them to industry leading practices, and provides customized recommendations that help to identify areas that are negatively impacting your revenue, margins, productivity or other bottom line results.

Benchmark Leading Practices to Target Areas of Improvement and Investment

It is important to be strategic and effective in the investments you make in your services business and to do this it is helpful to be able to assess your capabilities against profiles of similar partners and Cisco leading practices. The Cisco Partner Field Guide is a self-assessment resource which does just that to enable you to target areas for improvement and investment. The Cisco Partner Field Guide is designed to provide leading practices, important performance indicators, and a roadmap to establish successful business growth for all Cisco partners.

Regularly Update Your Knowledge and Skill Through the Cisco Services Accelerate Program

The Cisco Services Accelerate Program is an ongoing Cisco effort that includes training, tools, demand generation activities, and incentive and rebate programs designed to help partners accelerate their service practice profitability. For more information on the wide range of topics covered and support resources available visit the Cisco Services Accelerate Program.
Action Plan

Before You Meet with Your Customer

- Read the Cisco Lifecycle Services white paper—a customer-facing paper that discusses the role of the network as a platform for business transformation.
- Review the Cisco Lifecycle Services interactive tour, a tutorial covering the basics of the Cisco Lifecycle Services approach designed for both partners as well as customers.
- Understand how the Cisco Lifecycle Services Approach applies to your services business—what are your service capabilities and how these can be offered to your customers.
- Learn how to fully articulate the value of the Lifecycle Services Approach to your customer.
- As a minimum, complete the additional Cisco Services Accelerate program training topics ‘Selling Services Early in the Sales Process’, ‘The Value of Selling Cisco Services’ and ‘Resources for Partners—featuring Cisco Steps to Success’.
- Reference and leverage the many documents and guiding principles available in the Cisco Steps to Success program.
- Ensure that the appropriate tools and processes designed to streamline the customer engagement are in place and accessible within your organization.

During Conversations with Your Customer

- Lead with a solution-led selling approach to maximize your opportunity and build customer-advocacy.
- Establish a consultative engagement to position yourself and your customer for future expansion.
- Offer services early in the sales process.
- Allow your knowledge of the required activities within the six phases of the Cisco Lifecycle Services methodology to guide the conversation with your customer.
- Simplify the customer conversation by aligning your offering within the simplified Prepare, Build, Run framework.
- Be flexible and customize your approach to the needs of the customer.
- Articulate strength and breadth of offerings from Cisco Capital.

Before You Close the Deal

- Make sure you use Steps to Success to guide your activities.
- Make sure you have uncovered any opportunities in all phases of the network lifecycle.
- Emphasize to your customer that activities in the prepare, plan, and design phases will help them get the strongest return on their network investment and help them plan for future requirements.
- Ensure that the service delivery components, and the associated engagement model are detailed in your proposal and fully understood by your customer.
- Capitalize on the value Cisco Services bring to the deal by highlighting the ‘best in class’ performance of Cisco’s technical assistance center.

For further detail on the value Cisco Services bring to your business refer to the Cisco Services Accelerate Program topics ‘The Value of Selling Cisco Services’. For guidance on promoting the value of financing on Cisco Services, information on the available resources for growing a financing business, and strategies to expand sales opportunities by selling financing solutions, consult the ‘Selling the Value of Financing Cisco Services’ topic.
Summary

What Have You Learned?

A new way of working. The unique Cisco Lifecycle approach to services defines the requisite activities at each of six phases of the network lifecycle to help ensure service excellence. The six phases, defined as Prepare, Plan, Design, Implement, Operate and Optimize, provide a methodology supported by tools and resources to enable partners to differentiate services offerings and improve end-customer satisfaction ratings. The detailed framework of network lifecycle activities, and an efficient gating process, help you take structured approach to maximize on business opportunity.

Effortless customer engagement. Introducing services early in the sales process and taking a consultative approach to selling will smooth the process of customer engagement. Together with the simplified plan, build and run approach partners can converse with customers in terms which are quickly and fully understood, and allow the ability to drill down into greater levels of detail as the dialogue evolves. The Plan, Build and Run phases also enable the partner to structure the services offering in alignment with the appropriate delivery model for maximum clarity of the solution offering.

Flexibility to expand your services offerings. Cisco’s three different service delivery models are enabling partners to sell and deliver services in a way which not only aligns with a partner’s available skills-base and resource but with the partner company growth strategy. Whether a partner adopts a Cisco brand services, collaborative services or partner brand services model, the Cisco framework presents the opportunity to offer additional services where identified and continually evolve the partner’s services business.

Strategies for effective selling. An effective services partner utilizes the tools and resources available in programs such as Steps to Success, E-consulting and the Cisco Services Accelerate program. They will also adopt recommended best practices and continually look for ways in which to improve skills and enable business growth for higher turnover and margin returns.
Important Links

Cisco Steps to Success
www.cisco.com/go/stepstosuccess

Cisco E-Consulting Services
www.cisco.com/go/econsulting

Cisco Services Partner Program
www.cisco.com/go/cspp

Cisco Services

Cisco Services for Partners
www.cisco.com/web/partners/services/index.html

Cisco Partner Central
www.cisco.com/web/partners/index.html

Cisco Capital
www.ciscocapital.com

Legal Contract Service Descriptions
www.cisco.com/go/servicedescriptions
Further Resources

Invest in Additional Training to Maximize Your Knowledge and Your Ability to Sell

The following Cisco Services Accelerate program topics help you expand on the knowledge you have gained during this learning topic:

- The Value of Selling Cisco Services
- Selling Cisco Services Early in the Sales Process
- Cisco Smart Services for Small and Medium Business: Expanding Your Service Business Opportunities
- The Value of Selling Cisco SMARTnet® service
- The Cisco Smart Services for Small and Medium Business Portfolio: Cisco Smart Care Service
- The Cisco Smart Services for Small and Medium Business Portfolio: Cisco Smart Foundation Service
- The Cisco Smart Services for Small and Medium Business Portfolio: Cisco SMARTnet Service
- Selling Cisco Unified Communications Services to Small and Medium-Sized Businesses
- Selling the Value of Financing Cisco Services

Visit the Cisco Services Accelerate Program website and search on the preceding topics to get access to additional training material that can enhance your knowledge related to this topic.
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