

CISCO SALES TRAINING	Cisco Sales Expert		
Classroom Training	2 Days		

INTRODUCTION

The Cisco Sales Essentials (CSE) course provides Cisco and Channel Partner Account Managers with in-depth knowledge of Cisco products and solutions in order to help solve their customers' business problems. The CSE course will provide you with an understanding of the value of Cisco products and solutions to the customer's business, a foundational understanding of the basics of each technology, and the ability to recognize key business opportunity indicators for each technology. The course provides information on the latest Cisco technologies, including how easily they can be incorporated into your customers' current and future networking plans. It is designed for both Account Managers and System Engineers wishing to pass the Cisco Sales Essentials exam #646-204.

OBJECTIVES

After finishing this course, participants will be able to:

- Describe Cisco strengths and why it is beneficial to partner with Cisco
- Describe Cisco network systems solutions
- Describe Cisco mobility solutions
- Describe Cisco Unified Communications solutions
- Describe Cisco data center solutions
- Describe Cisco security solutions
- Describe how to use partner support and technical services to increase revenue

IMPORTANCE

The course is important for all account managers responsible for selling Cisco solutions.

TARGET AUDIENCE

- Account managers (both internal to Cisco and those who are employed by partners) who have no previous experience selling Cisco products and solutions
- Account managers who are seeking to refresh their basic knowledge of Cisco solutions in order to prepare for the certification test

PREREQUISITES KNOWLEDGE

- Sales Networking 101 course

COURSE OUTLINE

Introduction to Cisco

- Why Cisco?

Network Systems (Routing and Switching)

- Introduction to Network Systems
- Overview of Cisco Network Systems Products
- Network Systems Market-Level Success Stories

Mobility

- Introduction to Mobility
- High-Level Overview of Cisco Mobility Products
- Mobility Market-Level Success Stories

Unified Communications

- Introduction to Cisco Unified Communications
- High-Level Overview of Cisco Unified Communications Products
- Cisco Unified Communications Market-Level Success Stories

Data Center

- Introduction to Data Center
- High-Level Overview of Cisco Data Center Products
- Cisco Data Center Market-Level Success Stories

Security

- Introduction to Security
- High-Level Overview of Cisco Security Products
- Security Market-Level Success Stories

Partner Support and Technical Services

- Increasing Revenue Using Services and Support
- Partnership Tools