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## Cisco Sales Essentials

**Duration: 2 Days**    **Course Code: CSE**

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### Overview:

Our exclusive Cisco Sales Essentials (CSE) training provides an introduction to Cisco's technologies, solutions, and resources and is the baseline training for Cisco Account Managers and Cisco hardware, software, and channel partner salespeople. In this course, Cisco channel partner account managers and sales professionals get a sales-focused introduction to the business needs, value, and impact of a network. Along with basic training on network infrastructure as well as Cisco technologies and solutions, you'll learn how they impact a business.

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### Target Audience:

Cisco Account Managers and Cisco hardware, software, and channel partner salespeople who are new to Cisco and need a conceptual understanding of Cisco products and solutions as well as an understanding of how to sell those products and solutions.

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### Objectives:

■ **In this course delegates will learn the following:**

- Cisco's strengths as a company and partner  
The following Cisco Solutions: Network (Routing and Switching), Mobility, Unified Communications, Data Center, Security, Partner Tools and Support Services

■ **For each Cisco Solution category listed, you'll learn:**

- Main business operational needs which require the solution, General IT solution for the operational needs, Cisco product families and series that make up the Cisco IT solution, ROI benefits of the Cisco solution, Importance of complete sale, How Cisco solutions can combine to meet customer needs, Case studies of customer challenges and Cisco solutions and Cisco tools and resources available to help account managers succeed
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### Prerequisites:

All delegates should have a working knowledge of:

- None required for this course

### Testing and Certification:

Recommended as preparation for exam(s):

- 646-204 Cisco Sales Expert
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## Content:

### Overview

- Course Introduction
- Course Goal
- Course Flow
- CSE 4.0 Certification Information

### Why Cisco?

- Introduction to Cisco
- Cisco Strengths
- Cisco Vision
- Benefits of Cisco IOS Software
- Certifications and Specializations

### Introduction to Network Systems

- Solution Overview
- Value Proposition
- Understanding Switching and Routing
- WAN Overview
- Enterprise Composite Network Model Overview

### Overview of Cisco Network Systems Products

- Cisco Switching Products
- Layer 2 Switches
- Multilayer Switches
- StackWise Switches
- Modular Switches
- Cisco Integrated Services Router
- Cisco 7000 Series Router
- Service Provider Routers

### Network Systems Market-Level Success Stories

- Small and Medium Business
- Commercial
- Enterprise

### Introduction to Mobility

- Solution Overview
- Value Proposition
- What is Mobility
- Network Product Portfolio

### Overview of Cisco Mobility Products

- Distributed and Centralized WLAN Solutions
- Benefits of Cisco Unified Wireless Network

### Mobility Market-Level Success Stories

- Small and Medium Business
- Commercial
- Enterprise

### Introduction to Cisco Unified Communications

- Solution Overview
- Value Proposition
- What Cisco Unified Communications Is

### Overview of Cisco Unified Communications Products

- Cisco Unified Communications Components
- IP Telephony
- Cisco Unified Communications Applications
- Customer Contact Center Applications
- Communications Infrastructure
- Voice Network Management

### Unified Communications Market-Level Success Stories

- Small and Medium Business
- Commercial
- Enterprise

### Introduction to Cisco Data Center

- Solution Overview
- Value Proposition
- The Cisco Data Center

### Overview of Cisco Data Center Products

- Network Infrastructure Layer
- Interactive Services Layer

### Data Center Market-Level Success Stories

- Commercial
- Enterprise

### Introduction to Security

- Solution Overview
- Value Proposition
- Security Challenges
- Addressing Security Threats

### Overview of Cisco Security Products

- Intrusion Prevention
- Endpoint Security
- Anomaly Detection and Mitigation
- Firewall and VPN
- Trust and Identity
- Security Management

### Security Market-Level Success Stories

- Small and Medium Business
- Commercial
- Enterprise

### Increasing Revenue Using Services and Support

- Solution Overview
- Value Proposition
- Introduction to Cisco Services and Support
- Technical Support Services
- Engaging Cisco Field Resources
- Partner Incentive Programs

### Partnership Tools

- Introduction to Partnership Tools
- Training and Promotions

## Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 01924 377489

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