
Cisco Sales Essentials

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

Overview:

The Cisco Sales Essentials (CSE) training provides an overview of Cisco's architectures and solutions. This two-day course focuses on helping account managers and sales engineers understand the scope of Cisco solutions, the types of needs that these solutions address, and the key technologies that make these solutions possible.

V5 has been updated to align the coverage of Cisco products and solutions with the architectural approach that forms the basis of the Cisco customer-facing go-to-market strategy.

Target Audience:

Cisco Account Managers and Cisco sales people who are new to Cisco and need a conceptual understanding of Cisco architectures and solutions as well as an understanding of how to sell the correct solution for their customers business needs. This course is required for individuals looking to achieve the account manager accreditation in Cisco's Channel Partner Program.

Objectives:

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| ■ After you complete this course you will be able to: | ■ Describe the Borderless Network Architecture |
| ■ Describe Cisco strengths and partner benefits | ■ Describe the Collaboration Architecture |
| ■ Describe the basic network components and architecture | ■ Describe the Virtualization Architecture |
| ■ Describe the small business architecture | ■ Describe how Cisco enhances partner profitability |
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Prerequisites:

Attendees should meet the following prerequisites:

- Basic understanding of Networking products and solutions

Testing and Certification

Recommended preparation for exam(s):

- 646-205**CSE** - Cisco Sales Expert
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Follow-on-Courses:

The following courses are recommended for further study:

- AUCAM- Advanced Unified Communications for Account Managers
- ARSAM - Advanced Routing and Switching for Account Managers
- AWLANAM - Advanced Wireless LAN for Account Managers
- ASAM - Advanced Security for Account Managers

All of the above courses are part of Cisco's Channel Partner Program and relate to the account management role for the specified technology area. Channel Partners looking to achieve the new Architecture Specialisations should consider:

- BNAM - Cisco Borderless Networks for Account Manager Boot Camp
 - COAM - Cisco Collaboration for Account Managers Boot Camp
 - DCAM - Cisco Data Center for Account Managers Boot Camp
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Content:

Partnering with Cisco

- Cisco Strengths
- Cisco Architectures
- Channel Certifications and Specializations

Networking Basics

- Introduction to Networking

Small Business

- Small Business Overview

Borderless Network Architecture

- Introduction to Borderless Networking
- Security
- Mobility

Collaboration Architecture

- Introduction to Collaboration

Virtualization Architecture

- Data Center Overview

Enhancing Partner Profitability

- Cisco Services
- Solution Selling

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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