

## CSE v6.0 - Cisco Sales Essentials

### Course Outline

#### **Cisco Architectures for Business Transformation**

- Cisco Architectures and Strengths
- Customer Value Proposition and Benefits
- Value-Added Business Partners and Architectures
- Positioning Cisco Architectures for Selling Success

#### **Cisco Partner Advantage**

- Advantages of being a Cisco Partner
- Foundations of Success
- Cisco Partner Programs and Specializations

#### **Networking Basics**

- OSI Model
- OSI Layer Devices and Components
- Network Types

#### **Selling Borderless Networks**

- Demand for Borderless Networking
- Borderless Network Architecture
- Cisco Mobility Solutions
- Cisco Security Solutions
- Cisco Routing Solutions
- Cisco Switching Solutions
- Cisco Application Velocity Solutions

#### **Selling Collaboration**

- Demand for Collaboration
- Collaboration Architecture
- Cisco Collaboration Solutions

#### **Small Business Architecture**

- Demand for Small Business Solutions
- Cisco Small Business Architecture
- Cisco Small Business Solutions

#### **Selling Video Architectures**

- Demand for Video Solutions
- Cisco Video and Medianet Architecture

- Cisco Video Solutions

## **Selling Data Center, Virtualization and Cloud**

- Demand for Data Center, Virtualization, and Cloud Solutions
- Data Center Overview
- Virtualization Architecture
- Solution Overview

## **Enhancing Profitability through Whole Offers**

- Demand for Whole Offers
- Selling Cisco Service Contracts
- Cisco Smart Business Architecture and Partner Profitability
- Cisco Partner Incentive Program
- Cisco Sales Tools
- Cisco Capital