

Cisco Sales Essentials (CSE)

Who should attend

- Channel Partners/Resellers
- Employees

Certifications

This course is part of the following Certifications:

- Cisco Sales Expert ([CSE](#))

Duration: 3 Days

Prerequisites

None.

Course Objectives

After completing this course the delegate will be able to:

Recognise the following Cisco Solutions:

- Campus LAN
- Wireless
- WAN
- Optical Networking
- IP Telephony / IP Contact Center
- Storage Networking
- Content Storage
- Video
- High Speed Access (Global DSL and Cable)
- Security / VPN
- Network Management
- Service and Support

For each Cisco Solution category listed, account managers will be able to:

- Recognise the main business operational needs which require the solution
- Recognise the general IT solution for the operational needs
- Recognise the Cisco product families and series that make up the Cisco IT solution
- Explain the benefits of the Cisco solution
- Identify probing questions and other strategies which help identify a company's operational needs in order to position the optimal Cisco solution
- Recognise importance of complete sale
- Recognise how Cisco solutions can combine to meet customer needs
- Identify Cisco tools and resources available to help account managers succeed

Course Content

Cisco Sales Essentials 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 Cisco Sales Essentials 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 recognise 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.

- Course Introduction
- Solutions
- Tools and Resources