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## Cisco Sales Essentials

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

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### Overview:

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

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### Target Audience:

This course is designed for: Cisco channel partners who sell Cisco solutions Account managers who are responsible for understanding customer needs and positioning Cisco solutions to address those needs Engineers who support sales of Cisco products

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### Objectives:

- Upon completing this course, the learner will be able to meet these overall objectives:
  - Easily Identify the Cisco products that provide a better solution for your customers;
  - Recognize how Cisco products, solutions and architectures can enhance your profitability
  - Describe to customers the value of Cisco solutions and architectures
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### Prerequisites:

The knowledge and skills that a learner must have before attending this course are as follows:

- Basic understanding of networking products and solutions

### Testing and Certification

Recommended as preparation for:

- 646-206 - Cisco Sales Expert  
CSE is a standard pre-requisite for all **Sales Specialist Partner Specialization** and **Sales Specialist Architecture Specialization** roles.
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### Follow-on-Courses:

Follow on courses are decided based on the Partner Specialization an individual is required to achieve. Please refer to your Global Knowledge Account Manager for further information about the next course for your role.

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## Content:

### Cisco Architectures for Business Transformation

- Cisco Architectures Overview
- Customer Value and Benefits
- Becoming a Value-added Business Partner
- Positioning Cisco Architectures for Partner Success

### Cisco Partner Advantage

- Cisco Systems Company Profile
- Advantages of partnering with Cisco
- Cisco Partner Programs and Specialisations

### Networking Basics

- Networking Fundamentals
- Network Types

### Selling Borderless Networks

- The case for Borderless Networks
- Overview of Cisco's Borderless Networks Architecture
- Cisco Routing Solutions
- Cisco Switching Solutions
- Cisco Mobility Solutions
- Cisco Security Solutions
- Cisco Application Velocity

### Selling Collaboration

- The case for collaboration
- Overview of Cisco's Collaboration Architecture
- Cisco Unified Communications
- Cisco Mobile Applications
- Cisco Customer Care Solutions
- Cisco Telepresence
- Cisco Conferencing Solutions
- Cisco Messaging
- Cisco Enterprise Social Software Solutions

### Small Business Adventures

- The case for Small Business Architectures
- Overview of Cisco's Small Business Architecture
- Cisco Borderless Networks for Small Business
- Cisco Unified Communications and Collaboration for Small Business
- Small Business Services and Support

### Selling Video

- Cisco Video Architecture Overview
- Cisco Business Video Portfolio
- Cisco Video Communications
- Cisco Video Content Solutions
- Cisco Surveillance Video Solutions
- How to Sell Video

### Selling Data Center/Virtualisation and Cloud

- Cisco DC/V and Cloud Architecture Overview
- Cisco Data Consolidation
- Cisco Data Center Virtualisation
- Cisco Data Center Automation
- Cisco Cloud Offering
- Cisco Cloud Provisioning
- Cisco Data Center/Virtualisation and Cloud Ecosystem Partners
- Cisco Architectures
- Determining Cloud Needs

### Enhancing Profitability Through Whole Offers

- Cisco Services
- Cisco SMART Business Architecture
- Cisco Capital
- Cisco Partner Incentive Program
- Cisco Sales Tool

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## Further Information:

For More information, or to book your course, please call us on +254 713 027 191

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