



# Cisco Sales Essentials Plus

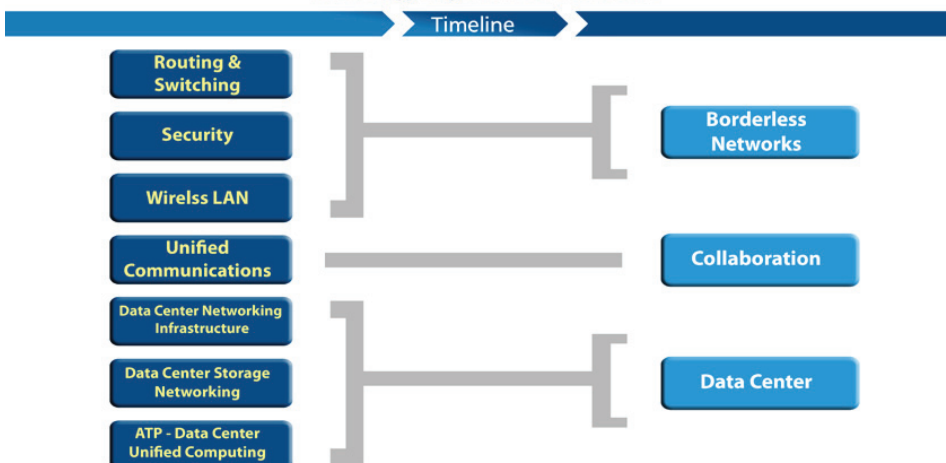
## The Program designed to prepare Account Managers for Cisco Architecture Specialisations Exams

Global Knowledge has developed Cisco Sales Essential Plus (CSE Plus) as part of its growing Partner Enablement portfolio. This program has been designed specifically to cover the additional knowledge required by Account Managers as they transition into the new Cisco Architectures structure, Borderless Networks, Data Center and Collaboration.

Three architecture focused courses (BNAM, COAM, DCAM) have been designed to highlight the additional knowledge required when selling architecturally. This accelerated learning opportunity can be delivered in a classroom or virtual environment and can if required incorporate CSE V5 for a total Account Manager learning experience.

The new architecture specialisations fit into the evolving Cisco certification program and will be compulsory for Gold partners resale certification from August 2012, and optional for Silver and Premier. The added benefit for Partner Account Managers is that CSE Plus classes can run consecutively after the 2 day Cisco Sales Essential Plus v5 class minimising the time out of the office. Global Knowledge also has testing facilities onsite which will allow the Account Manager to take the test straight after the course.

### Technology Migration to Architecture



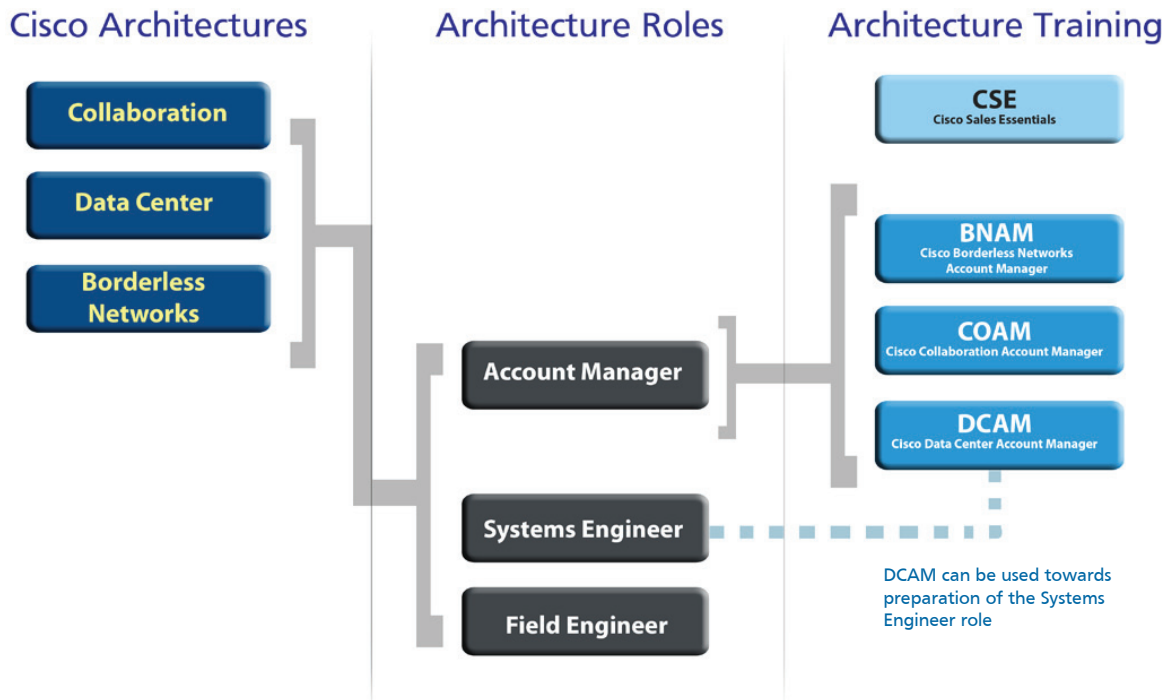
### Why do we need it? New Architecture Specialisations

With the goal of accelerating partner success, Cisco is focused on three multibillion-dollar market opportunities known as architectural plays - Borderless Networks, Collaboration, and Data Center Virtualisation.

Cisco has added these architecture-focused specialisations to their portfolio of partner programs to help partners evolve their practices by meeting growing technical and service market demands:

- Advanced Borderless Network Architecture Specialisation
- Advanced Collaboration Architecture Specialisation
- Advanced Data Center Architecture Specialisation

\*August 2011 Architecture Specialisation Available.  
\*\*August 2012 Architecture Specialisation Compulsory for Gold and Silver Partners.



## CSE – Cisco Sales Essentials V5 2 days

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 a high level view of the architectural approach which forms the basis of the Cisco customer-facing go-to-market strategy.

The following CSE Plus courses provide greater depth to each architecture which is essential to partners looking to distinguish themselves in the market and achieve the required specialisations.

### BNAM – Cisco Borderless Network Account Manager 1 day boot camp

This course enables Account Managers to position and sell Borderless Networks Solutions covering products from technologies such as: routing, switching, security, mobility and WAN optimisation.

Cisco channel partner account managers and sales professionals get a sales-focused introduction to the business value of a Borderless Network.

The training is designed as preparation for exam ABNAME-650-377, the exam required for Cisco Borderless Networks Sales Specialist for Architecture certification.

### COAM – Cisco Collaboration Account Manager 1 day boot camp

With this training, Sales professionals gain the ability to compare and contrast the limitations of traditional telephony equipment and the advantages of the Cisco Collaboration Architecture, and describe overall market trends and important business drivers.

Learners will qualify an opportunity with a customer, identify key business drivers as they relate to the customer, identify needs and pain points from customer responses to trigger questions, identify the individuals influencing the product decision-making process, and identify customer objections and respond appropriately.

The course is designed as preparation for exam PSACAS-650-367, the exam required for Cisco Collaboration Sales Specialist for Architecture certification.

### DCAM – Cisco Data Center Account Manager 1 day boot camp

The training provides an introduction to Cisco’s Data Center technologies, solutions, and resources and is designed as preparation for Cisco Data Center Unified Computing Solution Sales Specialist and Data Center Networking Solution Sales exams PSDCUCAM-650-987 & DCNSS-646-985.



For more information on Cisco Sales Essential Plus training, please contact your local training advisor.