

Cisco Sales Essentials (CSE) 5.0

Duration 2 Days

COURSE CONTENT

The goal of CSE v5.0 is to provide both Cisco and partner account managers and system engineers with the introductory information they need to sell Cisco core products and solutions. There will be a focus on Architectures and sales opportunities relevant to partners. The course is also designed for account managers and engineers wishing to earn the Cisco Sales Expert designation by passing the Cisco Sales Expert exam #646-205.

COURSE OBJECTIVES

Upon completing this course, the learner will be able to meet these overall objectives:

- Describe Cisco's strengths and Partner benefits
- Describe the Borderless Network Architecture
- Describe the Small Business Architecture
- Describe the Collaboration Architecture
- Describe the Virtualization Architecture
- Describe how Cisco enhances partner profitability

COURSE OUTLINE

- Partnering With Cisco
- Networking Basics
- Small Business
- Borderless Network Architecture
- Collaboration Architecture
- Virtualization Architecture
- Enhancing Partner Profitability

WHO SHOULD ATTEND

- Channel Partner / Reseller
- Customer
- Employee

PREREQUISITES

Prior to attending the course, Account Managers and Engineers should have basic understanding of networking products and solutions.