

Cisco Sales Essentials (CSE) v1.0

Associated Certifications: None

Delivery Type: Instructor-led

Length: 2 days

Prerequisites

The CSE course is considered baseline training for account managers.

Learners who take this course will be newly hired account managers, account managers who have little or no experience selling Cisco products and solutions, or account managers seeking refresher information to prepare for certification. While for many account managers the CSE course will introduce Cisco product and services, the course will not be a new employee orientation course that contains detailed information about Cisco history, benefits, and the like.

As a prerequisite, Introduction to Networking - Sales Networking 101 is required before taking the CSE course.

Course Content

The goal of this training is to provide both Cisco and partner account managers who are new to Cisco with a conceptual understanding of Cisco products and solutions and a conceptual understanding of how to sell those products and solutions. This course is also for Account Managers that need to re-certify as a CSE.

Course Objectives

After completing this course, students will be able to:

- Recognize Cisco technology groups
- For each Cisco Solution category listed, account managers will be able to:
 - 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
 - Recognize how Cisco solutions can combine to

- meet customer needs
- Recognize AVVID and how it relates to Cisco products and solutions
- Identify Cisco tools and resources available to help account managers succeed

Course Outline

Module 1: Course overview

Module 2: Why Cisco

Module 3: AVVID

Module 4: Campus LAN

Module 5: WLAN

Module 6: WAN

Module 7: IP Telephony

Module 8: Security

Module 9: Network Management

Module 10: Service & Support

Module 11: Optical

Module 12: Storage

Module 13: Content Networking

Module 14: Video

Module 15: High Speed Access

Module 16: Case Study

Module 17: Tools and Resources

Who Should Attend

- Account Managers
- Channel Partner/Reseller

Newly hired Cisco Account Managers as well as newly hired Channel Partners/Resellers Account Managers. Also AMs that are due for re-certification.