



Borderless Networks Partner Marketing Toolkit

Helpful Marketing Resources

The following are your primary resources when positioning and selling Borderless Network solutions.

- [Borderless Networks Marketing Kit – Introduction VoD and Borderless Networks Marketing Kit - Next Steps VoD](#) – Provides an overview of the importance of Borderless Networks and direction on next steps for using the Marketing Plan.
- [Partner Presentation](#) - Provides you with an architecture overview, sales insights, offer details and a customer's buying journey.
- [Business Decision Maker-focused Presentation](#) - Will help you sell the Borderless Network vision to your business decision making prospects, equipping you with tailored messaging and positioning.
- [Sample Marketing Plan](#) - To help you kick start your marketing planning and activities including a week-by-week activity road map.

Incentives and Promotions

- [Routing, Security, Switching](#) and [Wireless](#) incentives and promotions to reward partners.
- [Cisco Partner Velocity](#) - Enroll today to stay in tune with the latest traditional, social media and Web 2.0 marketing tactics.
- [Value Incentive Program \(VIP\)](#) - Rewards partners that focus their practices on technologies that are part of Cisco architectures.

Useful Resources

- [Cisco Borderless Networks Community](#)
- [Partner Training](#)
- [Partner Events](#)
- [Cisco Capital Financing](#)



Additional Borderless Network Architecture Resources

Use the [Cisco Borderless Networks Architecture Toolkit](#) available through Partner Marketing Central to provide you with marketing tools and information necessary to market Cisco Borderless Network solutions with the value you add as a partner.

You can benefit from the [Borderless Networks: Transforming the Branch](#) and the [Switch on Cisco Business Mobility](#) campaigns among other campaigns.

- **Customizable Demand Generation** - Use these customer-facing demand generation tactics to introduce the Borderless Network solutions to your customers.
- **Program At-A-Glance** - Provides a brief overview of the solution, key market drivers, customer challenges, and target opportunities.
- **Campaign Playbook** - Provides guidance when selling to IT decision-makers, translating their pain points to the appropriate Borderless Network solutions, and recommending specific offers to help you close the deal.
- **Call Script** - Provides telemarketing call guidance when you are prospecting; includes trigger questions and objection handling.
- **Marketing Images** – Use Cisco approved imagery in your own demand generation materials.
- **Copy Blocks** - 25, 50, and 100 word descriptions of the Borderless Network architecture to use in your customer-facing materials and websites.
- **Video Assets** – Helps market Borderless Networks to your customers.