



Ten Reasons to Join the Select Certified Partner Program



Reason # 1 Differentiation

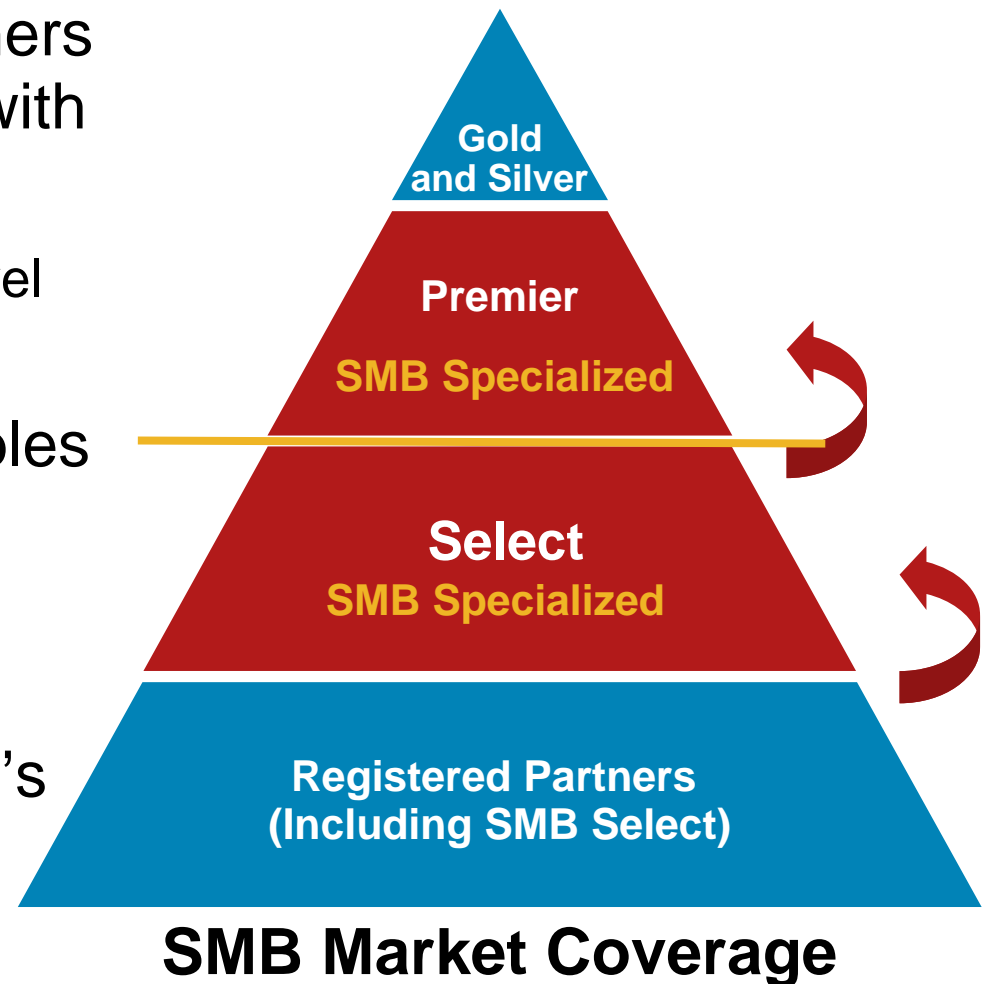
What is certification?

- Official acknowledgment of expertise
 - Act of confirming formally as true, accurate, or genuine
 - A declaration in writing that a particular product or service complies with a specification or stated criterion
-
- Certification allows for differentiation
 - Differentiation gives you a marketing advantage



Reason # 2 Relationship with Cisco

- Non-certified SMB Partners value their relationship with Cisco:
 - 90% strive for a higher level of certification*
- Select Certification enables partners to expand their relationship with Cisco
- Select Certification is an entry point into Cisco's award winning Channel Partner Program



* SMB Select survey of 2000 global partners 10/06

Reason # 3 Leverage the Cisco Brand

New Certification

- Differentiation
- Marketing Cisco Partner Membership
- Cisco Partner Locator Listing



Reason # 4 Opportunity Incentive Program (OIP)



SMB OIP

- Certified partners are eligible
- Deal registration
- New SMB accounts
- All Products included
- Additional discount through distribution
- Lower minimum order requirements to address SMB opportunities

Reason # 6 Cisco Sales Support

- Distribution Sales Support
- Sales and Marketing Planning Support
- Cisco Capital Leasing



Reason # 7 Smart Business Communications Systems (SBCS)



- Complete Business Communications system
- 3rd party application integration
- Easy setup, install and management – plug 'n' play
- Voice, video, mobility, data and security all integrated
- Remote monitoring and management
- Full suite of Cisco IP phone and IP Communicator (softphone) supported

A new integrated system that enables a total communications experience

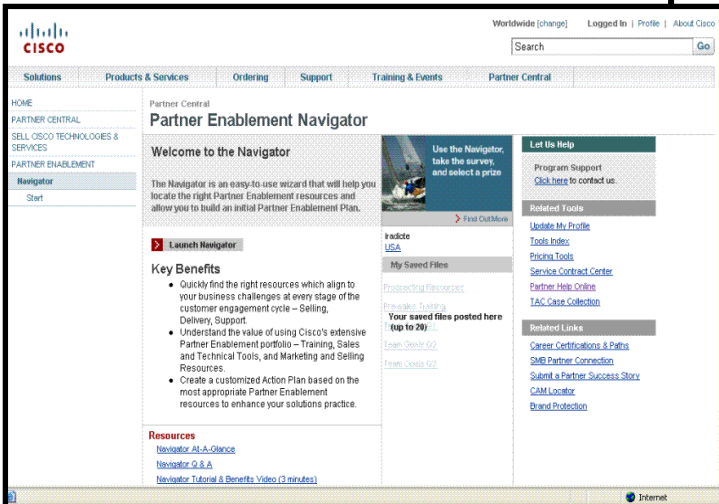
Reason # 8 Access to Tools

- Navigator
- SMB Sales and Marketing Tools and Resources
- Validated Network Designs



Step by step guide to becoming a Select Certified partner

- 1 Step 1. Become a Cisco Registered partner
 - i. Review the [Partner Registration User Guide](#)
 - ii. Apply to the [Registered Partner Program](#)
 - i. Provide or verify company and contact information
 - ii. Review and accept the terms of the [Indirect Channel Partner](#)



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HOME
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SELL CISCO TECHNOLOGIES & SERVICES
PARTNER ENABLEMENT
Navigator
Start

Partner Central
Partner Enablement Navigator

Welcome to the Navigator

The Navigator is an easy-to-use wizard that will help you locate the right Partner Enablement resources and allow you to build an initial Partner Enablement Plan.

2 Launch Navigator

Key Benefits

- Quickly find the right resources which align to your business challenges at every stage of the customer engagement cycle – Selling, Delivery, Support.
- Understand the value of using Cisco's extensive Partner Enablement portfolio – Training, Sales and Technical Tools, and Marketing and Selling Resources.
- Create a customized Action Plan based on the most appropriate Partner Enablement resources to enhance your solutions practice.

Resources

- [Navigator AT-A-Glance](#)
- [Navigator Q & A](#)
- [Navigator Tutorial & Benefits Video \(7 minutes\)](#)

Use the Navigator, take the survey, and select a prize

Let Us Help

- Program Support
- Click here to contact us.

Related Tools

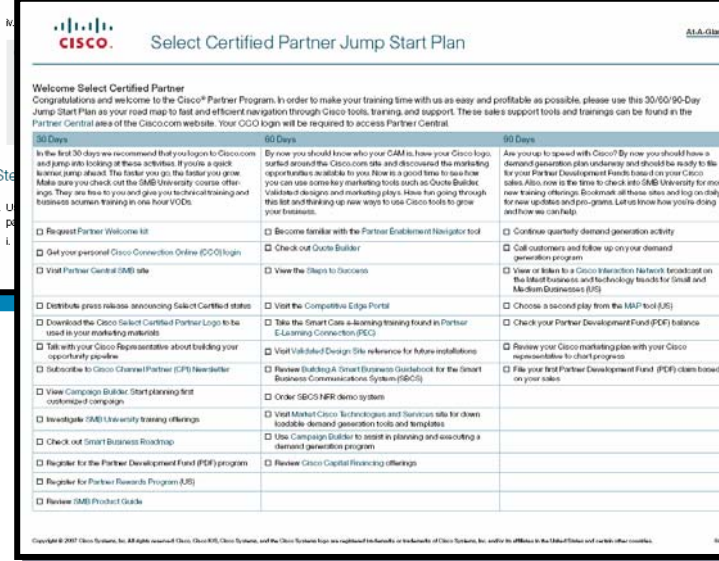
- [Update My Profile](#)
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- [Pricing Tools](#)
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- [Partner Help Online](#)
- [TAC Case Collection](#)

Related Links

- [Career Certifications & Paths](#)
- [SMB Partner Connection](#)
- [Submit a Partner Success Story](#)
- [CAM Locator](#)
- [Brand Protection](#)

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- [Tools \(Web 5/2\)](#)



Select Certified Partner Jump Start Plan

Welcome Select Certified Partner

Congratulations and welcome to the Cisco® Partner Program. In order to make your training time with us as easy and profitable as possible, please use this 30/60/90-Day Jump Start Plan as your road map to fast and efficient navigation through Cisco tools, training and support. The sales support tools and trainings can be found in the Partner Central area of the Cisco.com website. Your COO login will be required to access Partner Central.

30 Days	60 Days	90 Days
<p>In the first 30 days we recommend that you login to Cisco.com and jump into looking at these activities. If you're a quick learner, jump ahead! The faster you go, the faster you grow. Make sure you check out the SMB University course offerings. They are free to you and give you technical training and business screen training in one hour VODs.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Request Partner Welcome kit <input type="checkbox"/> Get your personal Cisco Connection Online (CCO) login <input type="checkbox"/> Visit Partner Central (SMB) site <input type="checkbox"/> Distribute press release announcing Select Certified status <input type="checkbox"/> Download the Cisco Select Certified Partner Logo to be used in your marketing materials <input type="checkbox"/> Talk with your Cisco Representative about building your opportunity pipeline <input type="checkbox"/> Subscribe to Cisco Channel Partner (CP) Newsletter <input type="checkbox"/> View Campaign Builder: Start planning first customized campaign <input type="checkbox"/> Investigate (SMB) University training offerings <input type="checkbox"/> Check out Smart Business Roadmap <input type="checkbox"/> Register for the Partner Development Fund (PDF) program <input type="checkbox"/> Register for Partner Rewards Program (RP) <input type="checkbox"/> Review (SMB) Product Guide 	<p>By now you should know who your CAMs, how your Cisco logo surfaced across the Cisco.com site and discovered the marketing opportunities available to you. Now is a good time to see how you can use some key marketing tools such as Quote Builder, Validated design and marketing plays. Move for going through the list and thinking up new ways to use Cisco tools to grow your business.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Become familiar with the Partner Enablement Navigator tool <input type="checkbox"/> Check out Quote Builder <input type="checkbox"/> View the Steps to Success <input type="checkbox"/> Visit the Competitive Edge Portal <input type="checkbox"/> Take the Smart Case Awareness Training found in Partner E-Learning Connection (PEC) <input type="checkbox"/> Visit Validated Design (Site reference for future installations) <input type="checkbox"/> Review Building & Smart Business Guidebook for the Smart Business Communications System (SBCS) <input type="checkbox"/> Order SBCS NFR demo system <input type="checkbox"/> Visit Market Cisco Technologies and Services site for down loadable demand generation tools and templates <input type="checkbox"/> Use Campaign Builder to assist in planning and executing a demand generation program <input type="checkbox"/> Review Cisco Capital financing offerings 	<p>Are you up to speed with Cisco? By now you should have a demand generation plan underway and should be ready to file for your Partner Development Funds based on your Cisco sales. Also now is the time to check into SMB University for more new training offerings. Continue with these ideas and look on only for new updates and pro-grams. Let us know how you're doing and how we can help.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Continue quarterly demand generation activity <input type="checkbox"/> Call customers and follow up on your demand generation program <input type="checkbox"/> View or listen to a Cisco Interaction Network broadcast on the latest business and technology trends for Small and Medium Businesses (SMB) <input type="checkbox"/> Choose a second play from the MAP tool (S) <input type="checkbox"/> Check your Partner Development Fund (PDF) balance <input type="checkbox"/> Review your Cisco marketing plan with your Cisco representative to start progress <input type="checkbox"/> File your first Partner Development Fund (PDF) claim based on your sales

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Reason # 9 SMB Services

Cisco
Smart Care
Service

Cisco
SMARTnet
Service

Cisco Smart
Foundation
Service*

Services are an important aspect of your business

- You can:
 - ✓ Enhance cash flow and margins
 - ✓ Penetrate new markets
 - ✓ Improve competitive advantage
 - ✓ Increase customer retention
 - ✓ Expand the customer relationship

*Cisco Smart Foundation Service was previously called SMB Support Assistant

Reason # 10 SMB University

Objective

SMB University delivers training to Cisco partners around the world that are committed to serving the SMB market:



APAC,
Emerging
Markets
Japan,

European Markets,
US/Canada

Target Audience



Principal/
Owner



Account
Manager



Engineer

- Current Cisco partners
- Select certification applicants
- Partners selling into the sub-250 space

Catalogue



Instructor-
led



Elearning

Topics:

- Business Acumen
- Foundation (Route/Switch)
- Security
- Unified Communications
- Wireless

Links

Partner E-learning
Connection



cisco.com/go/pec

SMB University
Partner Central



cisco.com/web/partners/sell/smb/smb_uni.html

