

WE KNOW COLLABORATION



Boost ROI and Satisfaction with TECHNICAL SERVICES

By including Cisco Services as part of a complete solution early in the sales process, partners are in a better position to gain opportunities to increase profitability, improve productivity, improve end-customer satisfaction and loyalty, and reduce risk in deploying and supporting new and complex technologies.

Cisco Services can play a vital role in helping customers get value and return on investments from their networks by helping to:

- Lower the total cost of network ownership
- Improve operational agility
- Speed access to applications and services
- Increase network availability, reliability and security

Cisco Smart Services for Small and Midsize Businesses

This family of services includes broad-based Cisco Smart SMB Services, as well as technology- and application-specific services. Learn more at cisco.com/go/tss.

- **Cisco SMARTnet Service** is an award-winning technical support service that offers direct, anytime access to Cisco engineers and extensive technical resources.
- **Cisco Smart Foundation Service** is an entry-level technical support service that provides the support small businesses need to help them maintain network reliability and minimize disruptions.
- **Cisco Smart Care Service** is a comprehensive network-wide service that combines technical support with proactive monitoring, assessments and remote repairs to keep networks secure and running optimally.

Tools to Sell, Deliver and Support CISCO SERVICES

Cisco provides a wide range of tools and resources designed to help partners build or expand their service practices.

The **Cisco Services Accelerate Program** provides training and incentives to help Cisco partners sell Cisco Services effectively to small and mid-sized businesses.

Cisco Lifecycle Services Training helps partners understand how the Cisco Lifecycle Services approach can help them increase profitability, productivity and end-customer satisfaction. The Cisco Lifecycle Services courses are available through the Partner Education Connection. Search courses using these keywords: Lifecycle Services.

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Selling Cisco Service Contract Renewals

Partners building an effective renewals process into their Cisco Services practices can increase profitability while reducing complex technology — deployment risks and improving customer satisfaction levels.

Partners who have planned and implemented their renewal sales approaches properly can secure significantly higher revenue for a far smaller outlay of time and effort than was required when securing the initial service contract sale.

Securing Renewals: Increasing Sales Opportunities

Securing the renewal of a service contract and increasing sales opportunities are dependent upon a number of critical factors:

Starting early — A partner should contact the customer at least 90 to 120 days before service contracts are due to expire to let the customer know a renewal is coming up and then schedule time with the customer to conduct a business review. The business review is essential to understanding the customer's business needs and proposing a valid solution.

Understanding the customer's business needs — Use the renewals process to learn about the customer's business and how it has changed since the customer signed the initial service agreement. Partners who have a better understanding of their customers' situations will help be in an excellent position to retain them as customers.

Exploring opportunities to upsell — A partner's customer discussions should fully explore whether this is strictly a renewal or an opportunity to sell additional services. Discuss the changes that have taken place in the customer's business that might affect the way the technology is being used.

Proposing a solution to meet customer requirements, including financing — A renewals proposal will include the renewal of any existing service agreements, but the exploration of the customer's evolving situation might also lead partners to propose new hardware and software and new service agreements for any uncovered equipment discovered, as well as financing.

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