

# Cisco Sales Expert v6

CSE



**Delivery Type:** Classroom

**Duration:** 2 days

## Overview

The Cisco Sales Essentials (CSE) training provides an overview of Cisco's architectures and solutions. This two-day course focuses on helping account managers and sales engineers understand Cisco's architectures strategy, the needs these architectures address and the technologies that make these solutions possible.

## Pre-Requisites

**Attendees should meet the following prerequisites:**

- ✓ Basic understanding of Networking products and solutions

## Target Audience

Cisco Account Managers and Cisco sales people who are new to Cisco and need a conceptual understanding of Cisco architectures and solutions as well as an understanding of how to sell the correct solution for their customers business needs. This course is required for individuals looking to achieve the account manager accreditation in Cisco's Channel Partner Program.

## Certification

**Recommended preparation for exam(s):**

- ✓ **646-206 CSE-** Cisco Sales Expert

## Objectives

**After you complete this course you will be able to:**

- ✓ Recognize how Cisco products, solutions and architectures can enhance your profitability
- ✓ Easily Identify the Cisco products that provide a better solution for your customers;
- ✓ Describe to customers the value of Cisco solutions and architectures

## Follow on Courses

**The following courses are recommended for further study:**

- ✓ AUCAM Advanced Unified Communications for Account Managers
- ✓ ARSAM Advanced Routing and Switching for Account Managers
- ✓ AWLANAM Advanced Wireless LAN for Account Managers
- ✓ ASAM Advanced Security for Account Managers
- ✓ All of the above courses are part of Cisco's Channel Partner Program and relate to the account management role for the specified technology area. Channel Partners looking to achieve the new Architecture Specialisations

should consider:

- ✓ BNAM - Cisco Borderless Networks for Account Manager Boot Camp
- ✓ COAM - Cisco Collaboration for Account Managers Boot Camp
- ✓ DCAM - Cisco Data Center for Account Managers Boot Camp