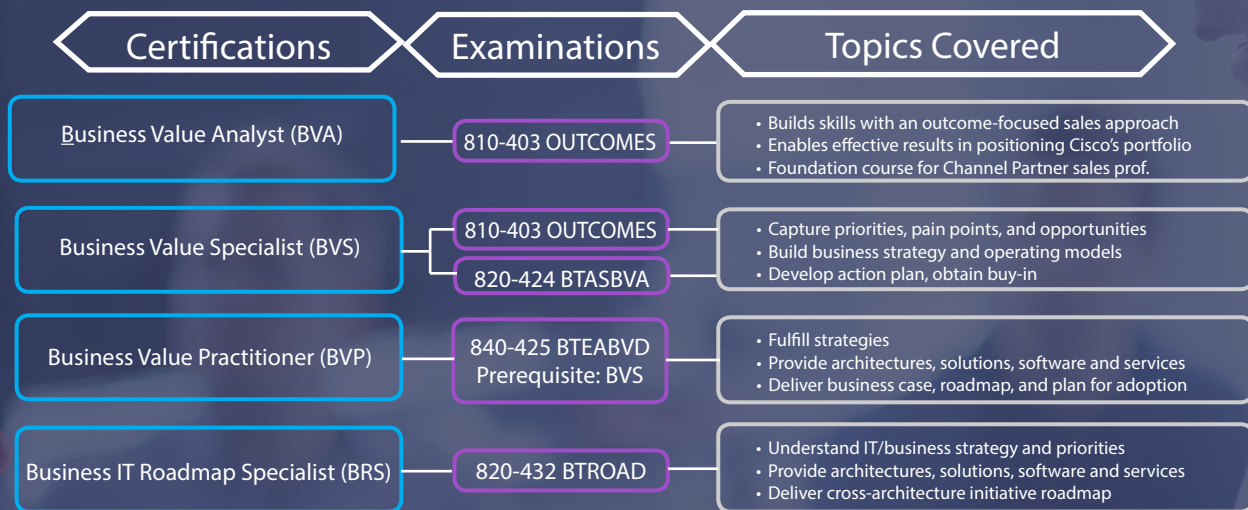




# Sales Training and Demand Generation for Partners

## Cisco Business Transformation:

Cisco created a new curriculum and associated certifications that support the business side of technology adoption. The new certifications help to identify and enable individuals who can best support customers' long-term strategic objectives and consistently align business priorities with technology strategies.



## Business and IT Convergence:

IT companies, system integrators and IT consulting firms are facing major challenges caused by a fundamental change of customer behavior due to a rapid convergence of business and technology. While the sales-skills related courses should be taken in their recommended order, the Understand & Believe element includes various solution-oriented modules that can be consumed at any time or independent of the entire program. These modules cover some of Cisco's key architectures and are helping to translate technology into business value.



# Fast Lane How to Sell Series

## Internet of Things

- Introduction to IOT - The Transformation of Industries through IOT (Manufacturing) (IOTF)

## Collaboration

- NEW Cisco Collaboration Partner Adoption Business Workshop (CPA-BW)
- NEW Cisco Collaboration Partner Adoption Technical Workshop (CPA-TW)
- Collaboration Architecture Foundations (CAF)
- Cisco Selling Business Outcomes (OUTCOMES)
- Cisco Business Edition 6000 for Account Managers (BE6KAM)
- Creating Opportunity and Selling MidMarket Cisco Customer Collaboration (SCCX)

## Wireless

- Generalist SE Wireless Training (GSEW)
- Win With Mobility - Enterprise Networking Sales Training (WWM)

## Security

- Business Led Security Selling (BLSS)
- Cisco ISE Solutions for Account Managers (ISEAM)
- Business Led Secure DC Training for Account Managers (BLSDC)
- Cisco Data Center Security Sales for SEs (SDCSE)

## Data Center

- Data Center Foundation For Account Managers (DCFAM)
- Cisco UCS Design Workshop (UCSDW)

## Understand and Believe Modules

- Understand & Believe Evolution of the Data Center (BIC-UB-EOD)
- Understand & Believe Opportunities in Enterprise Mobility (BIC-UB- OEM)
- Understand & Believe Internet of Things (BIC-UB-IOT)
- Understand & Believe Seamless Collaboration (BIC-UB-SLC)
- Understand & Believe SDN and Beyond (BIC-UB-SAB)

## Cisco Business Sales Skills

- Cisco Selling Business Outcomes (OUTCOMES)

## Contact Us

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