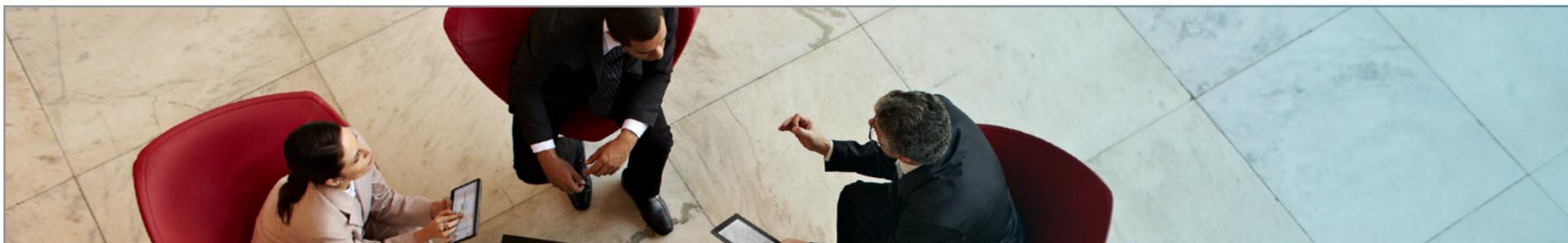


Selling Cisco Services Early in the Sales Process



Business Benefits

Major market transitions are redefining the IT industry and creating significant services opportunities for Cisco partners. These transitions, coupled with expanding customer requirements and increased competitive pressures to reduce costs require a new service-led approach.

Services can help your customers address many important technology challenges and are integral to getting the most out of their network investment.

As a Cisco partner, you are in an excellent position to support your customers' business issues and help solve their challenges. With more than 80 percent of Cisco's annual product and services revenue flowing through our partners, services represent a significant growth opportunity.

Why Position Services Early in the Sales Cycle?

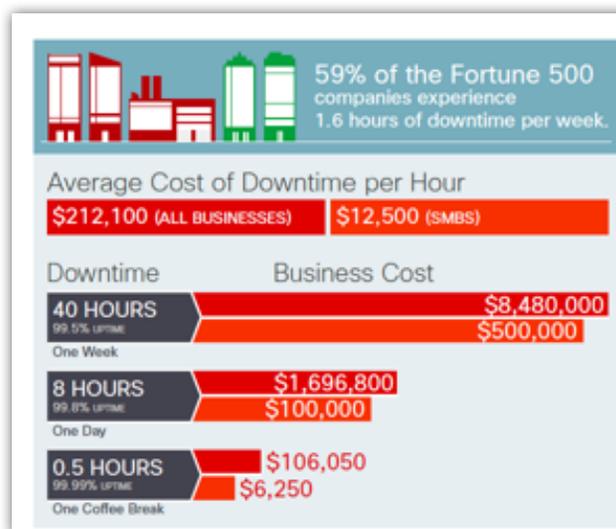
Positioning services early in your sales engagement can help your customer identify not only what technology they need to achieve their business goals, but also how to operationally address the adoption of that technology. It also enables you to set clear budget expectations.

If you do not include services as part of the original solution, you lose much more than just the margin on the services. Experience shows that after the equipment is installed, you are unlikely to get an opportunity to sell services. As a result, you will lose the opportunity for a recurring stream of revenue that could last five to seven years.

Furthermore, if your customers do not have protection for their network from day one, they will not have access to the benefits of technical support services during the deployment of their equipment.

Does your customer know the full cost of network downtime to their business? Downtime may last only a few minutes or hours, but the business impact and costs can rise rapidly. Just take a look at Figure 1.

Figure 1. Cost of Downtime



Source: Venturebeat

Customer Business Benefits

Services are a vital contributor towards helping your customers address many important technology challenges and play an important role in mitigating risk and the associated costs. Cisco's robust portfolio of services can help your customers:

- Run their business more profitably
- Meet rising customer expectations
- Gain a competitive advantage
- Align their IT investment with their business strategy
- Support rapid business growth

Your Business Benefits

Selling services enhances your customer interaction beyond a product sales relationship. It can provide comprehensive, strategic and innovative solutions that can position you to play a greater role in your customers' success. Adding services extends the length of your overall engagement and positions you for additional up-sell and/or cross-sell opportunities over the life of the engagement.

By including Cisco Services as part of a complete solution early in the sales process, you can position yourself to:

- Win additional equipment and service sales
- Increase your profitability and productivity
- Expand your competitive advantage through differentiation
- Strengthen relationships in your role as a trusted advisor

Selling Cisco Services Early in the Sales Process



Cisco Service Options for Partners

Cisco offers you a range of options from resale to jointly delivered collaborative services (Figure 2) that address the requirements of all phases of the network lifecycle.

Figure 2: Cisco Services Options for Partners

Branded Services	Sold by Cisco or you. Delivered by Cisco.
	Resell offers to enhance your portfolio.
Collaborative Services	Sold and delivered by you. Working collaboratively with Cisco.
	Build or expand our managed and professional services practices by combining your expertise with Cisco.

Note: The availability of Cisco Services for resale is dependent on your geographic region, the terms of your contract with Cisco, and whether you purchase directly from Cisco or through a Cisco Authorized Distributor.

How to Get Started

The most compelling moment to make a case for services is at the beginning of discussions with your customer to determine their overall needs. From the onset, proactively promote the value of Cisco Services and highlight the benefits a service contract provides compared to the cost of providing network support internally or through the purchase of time and materials.

If you help your customer understand the value of Cisco Services and the benefit service coverage brings to their business, selling a services contract will be easier.

Strategies for Successful Selling

Adopt Best Practices

- **Use a network discovery.** A network discovery provides the business intelligence necessary to assess the coverage status of a customer's. It also gives you the ability to identify gaps between a customer's existing infrastructure and future network requirements.
- **Promote the Value of Services over Warranty.** Companies sometimes mistakenly think of warranties as a substitute for a service agreement. Warranties protect only against defects in materials and workmanship. Support contracts go further by also protecting against human factors, such as configuration errors, protocol errors, and the like.
- **Define Customer Spend to Include Services.** Services provide valuable benefits to customers and introducing them early enables you to set clear budget expectations. Remember, attempting to sell services after taking the product order makes it difficult to introduce the value of services at a later point.
- **Sell Complete Solutions.** Always explore the opportunity to sell additional products and services, as well as financing. A comprehensive solution can include best-in-class products, a portfolio of services with industry-leading support, and complete financing solutions. You should focus attention on the value of the overall solution rather than the cost of an individual service.
- **Always Offer Financing Solutions.** Financing can greatly improve a customer's cash flow and expense management capabilities. It can even enable them to acquire a larger or more robust solution than they think they can afford. Cisco Capital™ financing solutions provide straightforward, flexible leasing and finance options, competitive rates and fast approval, to help you build a compelling business case for your customers.

- **Preempt Customer Objections.** By effectively promoting the value of Cisco Services early in your customer engagement, you can preempt many common objections. However, your customer may still have concerns that you need to address. The best way to handle objections is to understand your customers' goals and pain points so you can effectively customize your responses to accurately address your customers' needs.

Useful strategies for countering objections include:

- Always position services, for both hardware and software, early in the sales cycle. This will help make sure your customer's expectations are properly set and that you are in the best position to secure the sale for the complete solution: hardware, software, service, and financing
- Be prepared to make the case for the value of services over warranty
- Use Cisco Capital to help counter cost objections. Many customers are willing to cover all products for multi-year terms because of their competitive rates

Sales Resources

[Cisco Partner Central](#)

[Cisco Services for Partners](#)

[Attach and Renew Services](#)

[Cisco Capital](#)

[Cisco Services Accelerate Program](#)

Partner Programs

[Cisco Services Partner Program](#)

[Incentives and Promotions](#)