

Virtual Class

Module 1:

Competitive Selling 1 – BEAT HP
Competitive Selling 2
Competitive Selling 3

Module 2:

PORTFOLIO OPTIMIZATION

Module 3:

SALES PRODUCTIVITY

Module 4:

ARCHITECTURE SELLING

Module 5:

CREATING BUSINESS CASES FOR ARCHITECTURES



Module 2:
**PORTFOLIO
OPTIMIZATION**



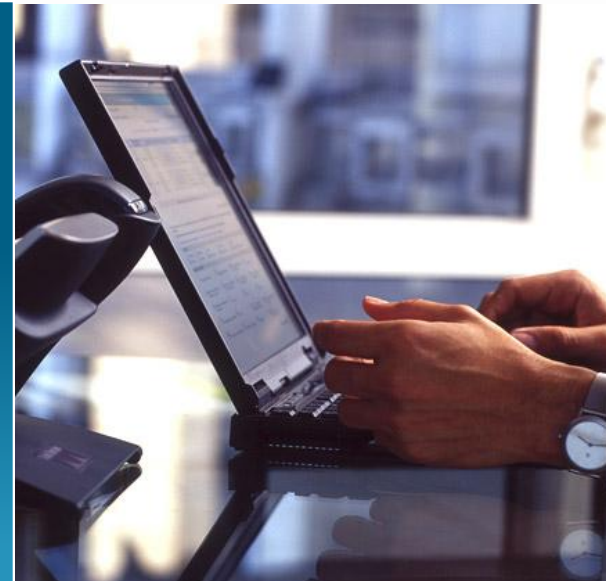
INTUITION

M2

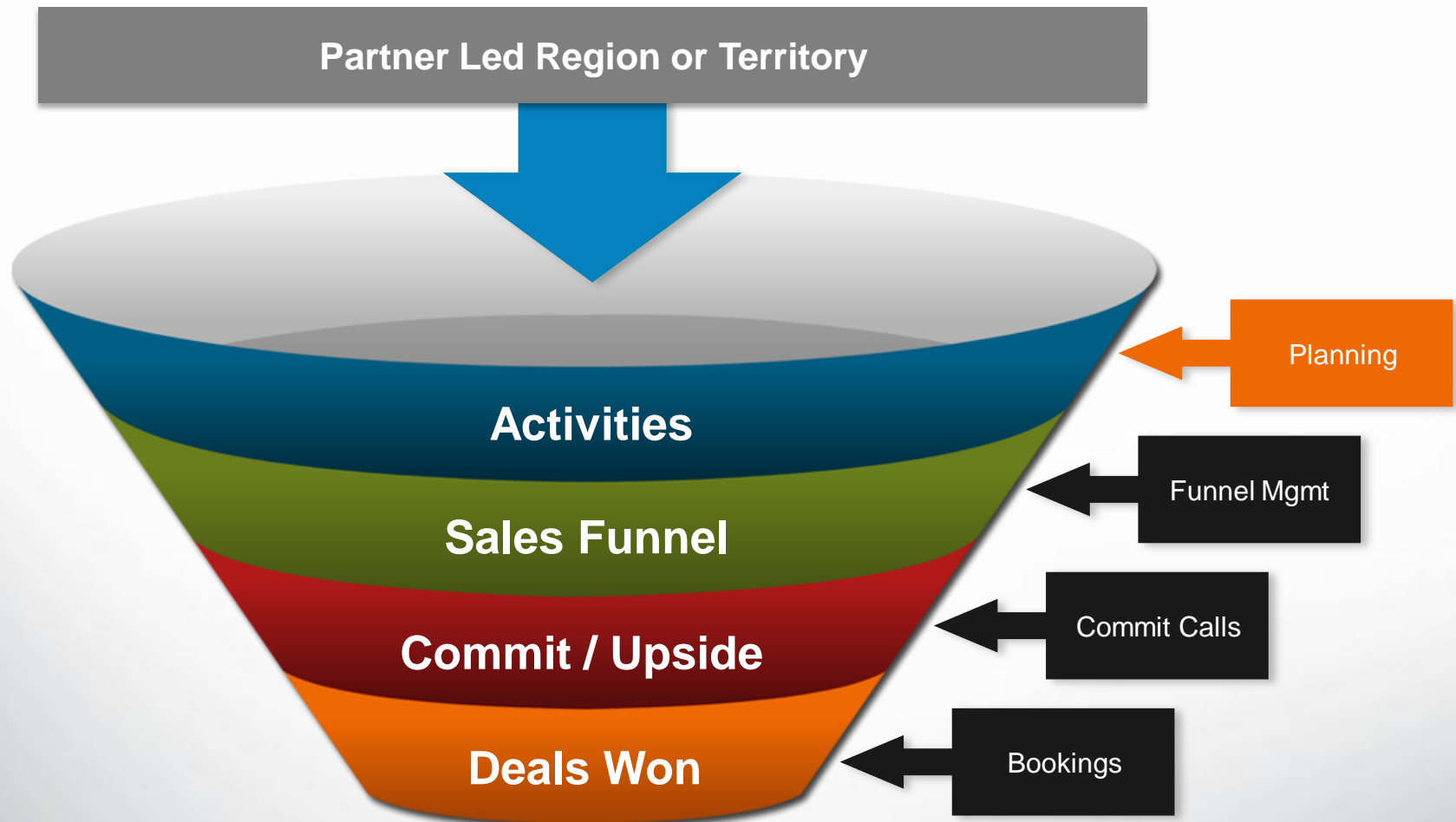
PORTFOLIO OPTIMIZATION

- Planning as a process
- Planning best practices
- Territory Planning
- Account Planning

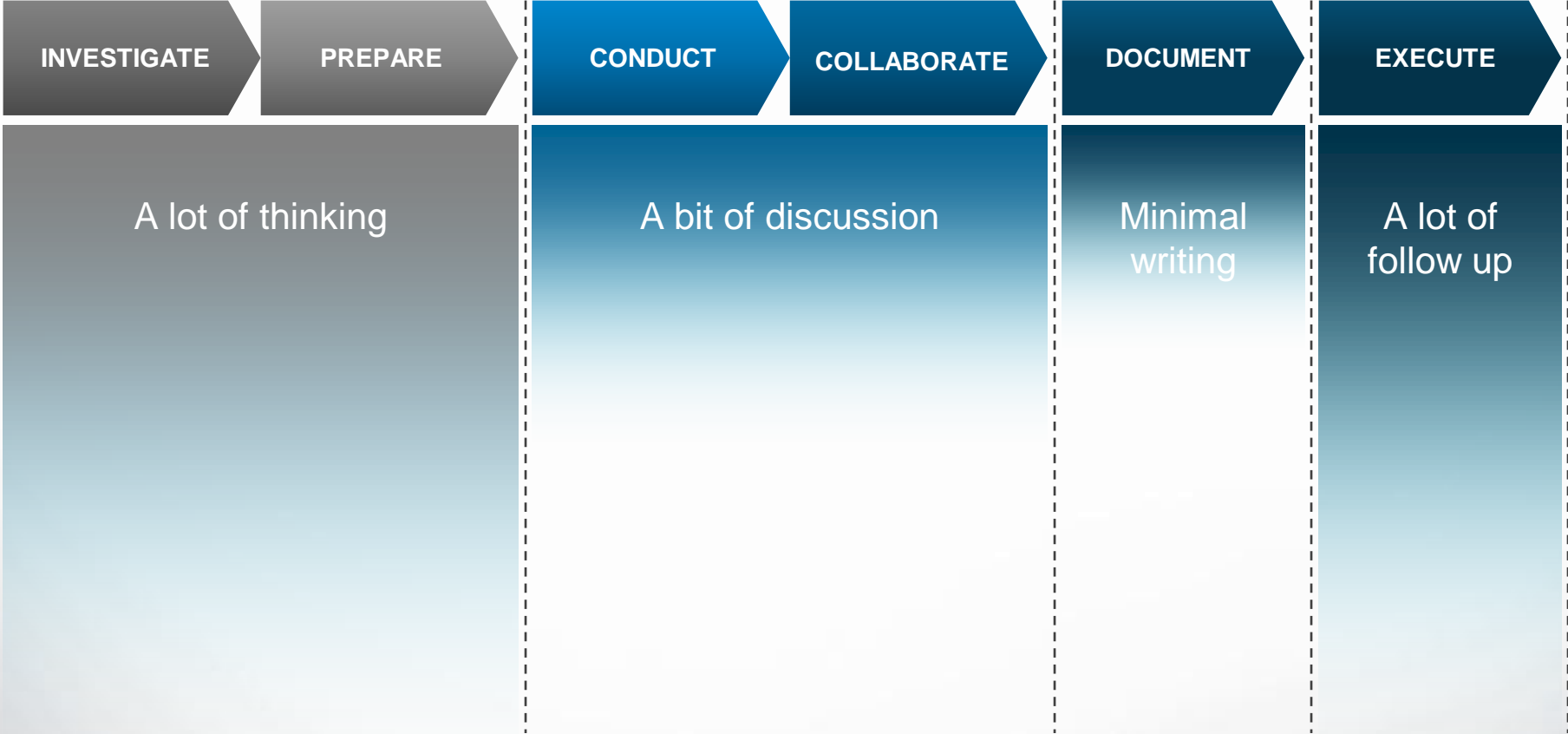
60 MINS



WHY IS PLANNING IMPORTANT AND HOW DOES IT FIT INTO THE SALES PROCESS?



WHAT IS PLANNING?



THE VALUE OF NOT PLANNING

“

The nicest thing about not planning is that failure comes as a complete surprise and is not preceded by a period of worry and depression. ”

– John Preston, Boston College



BENEFITS OF PLANNING

“ People don’t plan to fail they fail to plan.”

English Proverb



“ Those who plan do better than those who do not plan even though they rarely stick to their plan.”

Winston Churchill



“ The best battles are won before the battle is even fought.”

Sun Tzu



BENEFITS OF COLLABORATING

“ None of us is greater than all of us.”

Confucius



WHERE IS MY NUMBER GOING TO COME FROM?

Customer	CY11 bookings	CY12 plan
1	4,000,000	?
2	2,500,000	?
3	1,500,000	?
4	1,000,000	?
5	400,000	?
6	200,000	?
7	150,000	?
8	150,000	?
9	100,000	?
Total	\$ 10,000,000	\$ 13,000,000
	Growth rate	30%



So where would you focus first in this scenario?

THE EASY WAY OUT! – SPREAD IT OUT

Customer	CY11 bookings	CY12 plan
1	4,000,000	5,200,000
2	2,500,000	3,250,000
3	1,500,000	1,950,000
4	1,000,000	1,300,000
5	400,000	520,000
6	200,000	260,000
7	150,000	195,000
8	150,000	195,000
9	100,000	130,000
Total	\$ 10,000,000	\$ 13,000,000
	Growth rate	30%

Wrong! Why?

- Customers have different buying cycles
- Technology gaps are not the same
- Needs are not the same
- Ease of capture is not the same

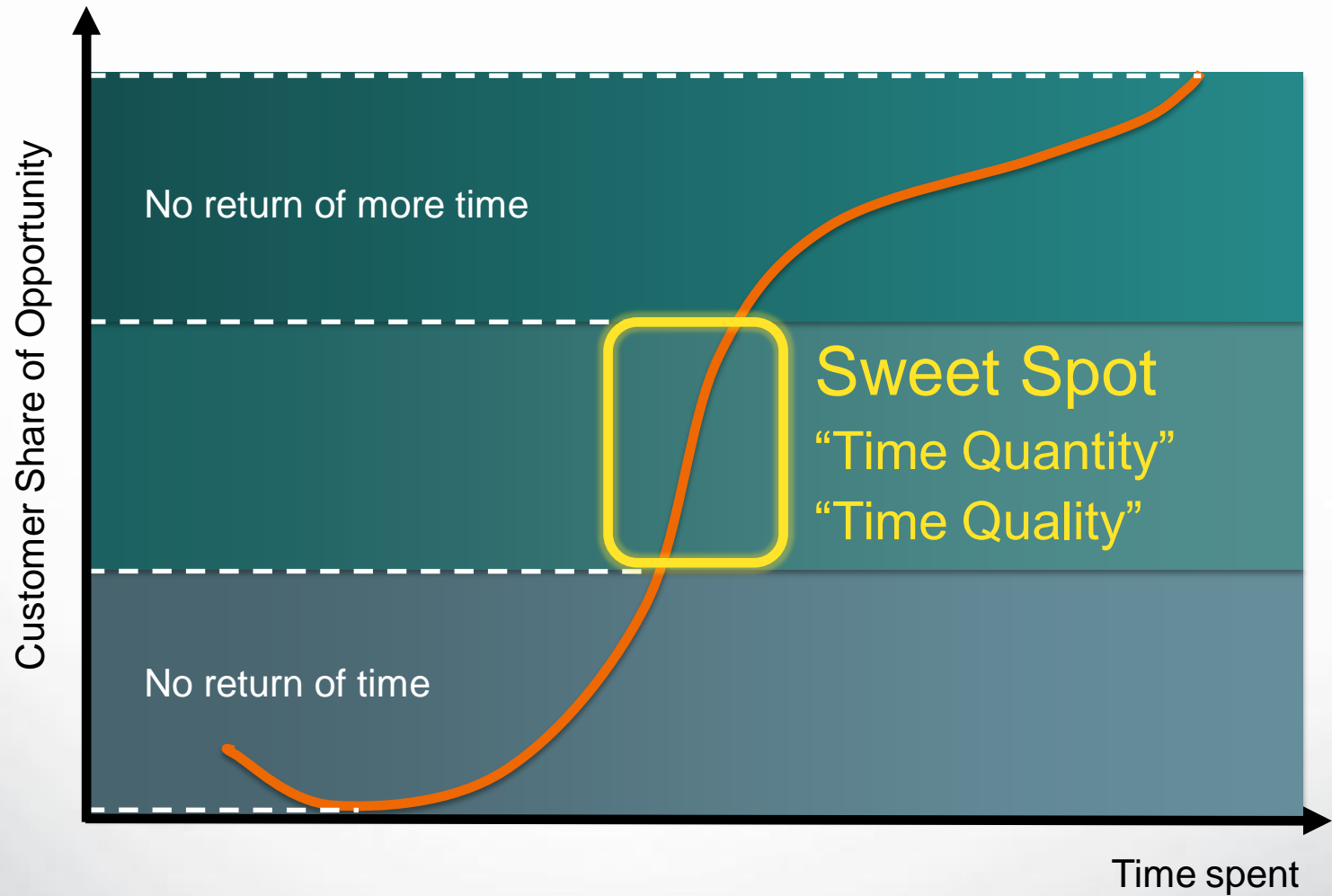
HOW DO YOU ALLOCATE TIME TO YOUR CUSTOMERS

Time available:

ACCOUNT MANAGER	
Total days	365
Weekends	104
Bank \ Public holidays	13
Holidays	15
Sick	7
Net days	226
Net days per month	19
Internal stuff (training, meetings etc)	5
Remaining days per month	14
Hours in a day	8
Hours to spend with Accounts	111
# of Accounts	50
Hours per Accounts per month	2.21

INSIDE SALES	
Total days	365
Weekends	104
Bank \ Public holidays	13
Holidays	15
Sick	7
Net days	226
Net days per month	19
Internal stuff (training, meetings etc)	5
Remaining days per month	14
Hours in a day	8
Hours to spend on Accounts	111
# of Accounts	250
Hours per Account per month	0.44

HOW DO YOU ALLOCATE TIME TO YOUR CUSTOMERS



HOW DO YOU ALLOCATE TIME TO YOUR CUSTOMERS

Time available:

Number of days in year	365
Weekends	104
Working days	261
Holidays	20
Public holidays	13
Sick leave	10
Net working days	218
Internal time	50
Customer time	168
Days per quarter	42

Who to allocate it to:

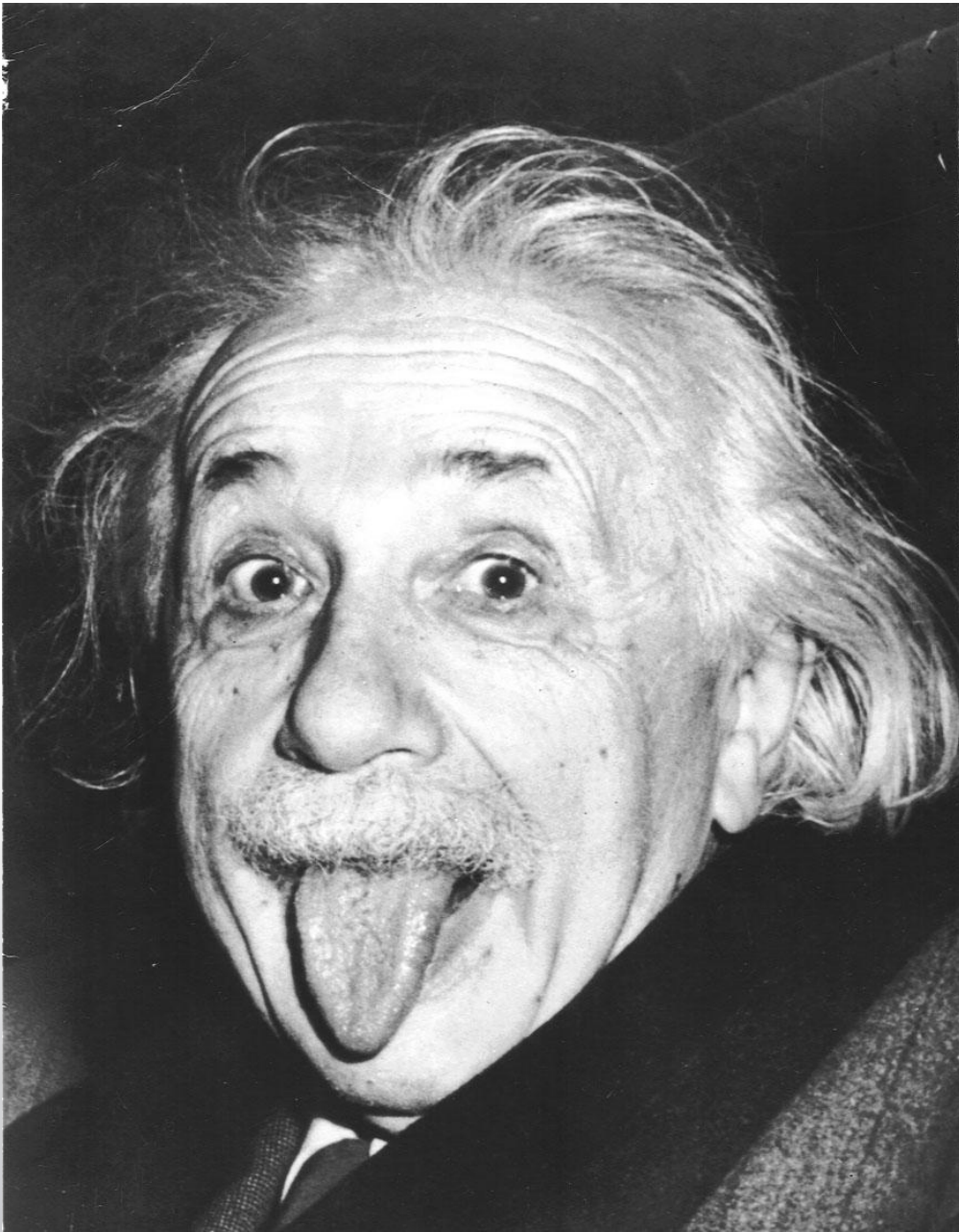
Partner	FY10 bookings	FY11 bookings	Time to be invested per quarter
1	4,000,000	?	?
2	2,500,000	?	?
3	1,500,000	?	?
4	1,000,000	?	?
5	400,000	?	?
6	200,000	?	?
7	150,000	?	?
8	150,000	?	?
9	100,000	?	?
Total	\$ 10,000,000	\$ 13,000,000	42
	Growth rate	30%	

THE EASY WAY OUT! – SPREAD IT OUT!

Partner	CY11 bookings	CY12 plan	Time to be invested per quarter
1	4,000,000	5,200,000	16.8
2	2,500,000	3,250,000	10.5
3	1,500,000	1,950,000	6.3
4	1,000,000	1,300,000	4.2
5	400,000	520,000	1.68
6	200,000	260,000	0.84
7	150,000	195,000	0.63
8	150,000	195,000	0.63
9	100,000	130,000	0.42
Total	\$ 10,000,000	\$ 13,000,000	42
	Growth rate	30%	

Wrong! Why?

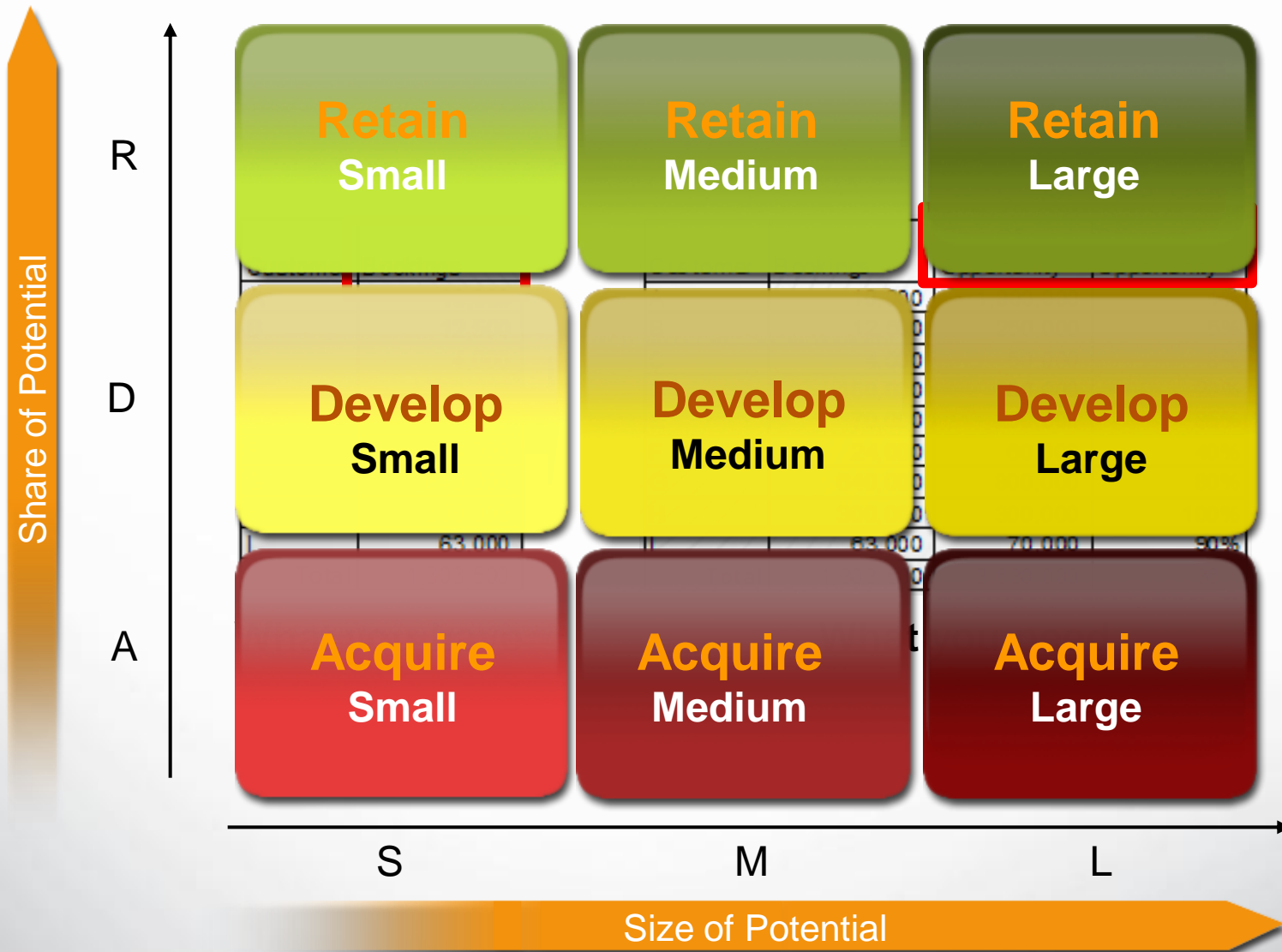
- All customers do not need the same attention/engagement
- Need to focus time on the big opportunities that will deliver the ROI of your time
- This focus requires you to defocus on other customers
- How do you do this?



INSANITY

**Doing the same
thing over and
over again and
expecting
different results**

WHERE TO PRIORITIZE 20?



WHAT TO DO WITH THAT TIME?

Partner	FY10 bookings	FY11 bookings	Time to be invested per quarter	What to do with that time
1	4,000,000	?	?	?
2	2,500,000	?	?	?
3	1,500,000	?	?	?
4	1,000,000	?	?	?
5	400,000	?	?	?
6	200,000	?	?	?
7	150,000	?	?	?
8	150,000	?	?	?
9	100,000	?	?	?
Total	\$ 10,000,000	\$13,000,000	42	
	Growth rate	30%		

THE EASY WAY OUT! – REACTIVE ENGAGEMENT!

Partner	FY10 bookings	FY11 bookings	Time to be invested per quarter	What to do with that time
1	4,000,000	5,200,000	16.8	Respond
2	2,500,000	3,250,000	10.5	Respond
3	1,500,000	1,950,000	6.3	Respond
4	1,000,000	1,300,000	4.2	Respond
5	400,000	520,000	1.68	Respond
6	200,000	260,000	0.84	Respond
7	150,000	195,000	0.63	Respond
8	150,000	195,000	0.63	Respond
9	100,000	130,000	0.42	Respond
Total	\$ 10,000,000	\$ 13,000,000	42	
	Growth rate	30%		


Wrong! Why?

- You will miss the opportunities
- You will not become the trusted advisors
- Need to plan

EVALUATING EACH CUSTOMER IN YOUR PORTFOLIO

Criteria	Customer Potential	Customer Compelling Reason to Buy	Relevance of your solution to customer need	Customer Relationship	Value of Planning	Total Score	Rank
Scoring	1 = Low 10 = High	1 = Low 10 = High	1 = Low 10 = High	1 = Weak 10 = Strong	1 = Low 10 = High	Out of 50	A, B or C
Customer 1	-	-	-	-	-	-	
Customer 2	-	-	-	-	-	-	
Customer 3	-	-	-	-	-	-	
Customer 4	-	-	-	-	-	-	
Customer 5	-	-	-	-	-	-	
Customer 6	-	-	-	-	-	-	
Customer 7	-	-	-	-	-	-	
Customer 8	-	-	-	-	-	-	
Customer 9	-	-	-	-	-	-	
Customer 10	-	-	-	-	-	-	
Customer 11	-	-	-	-	-	-	
Customer 12	-	-	-	-	-	-	
Customer 13	-	-	-	-	-	-	
Customer 14	-	-	-	-	-	-	
Customer 15	-	-	-	-	-	-	

AVANT GARDE IS TRYING TO PROVIDE YOU WITH SOME HELPFUL INFO

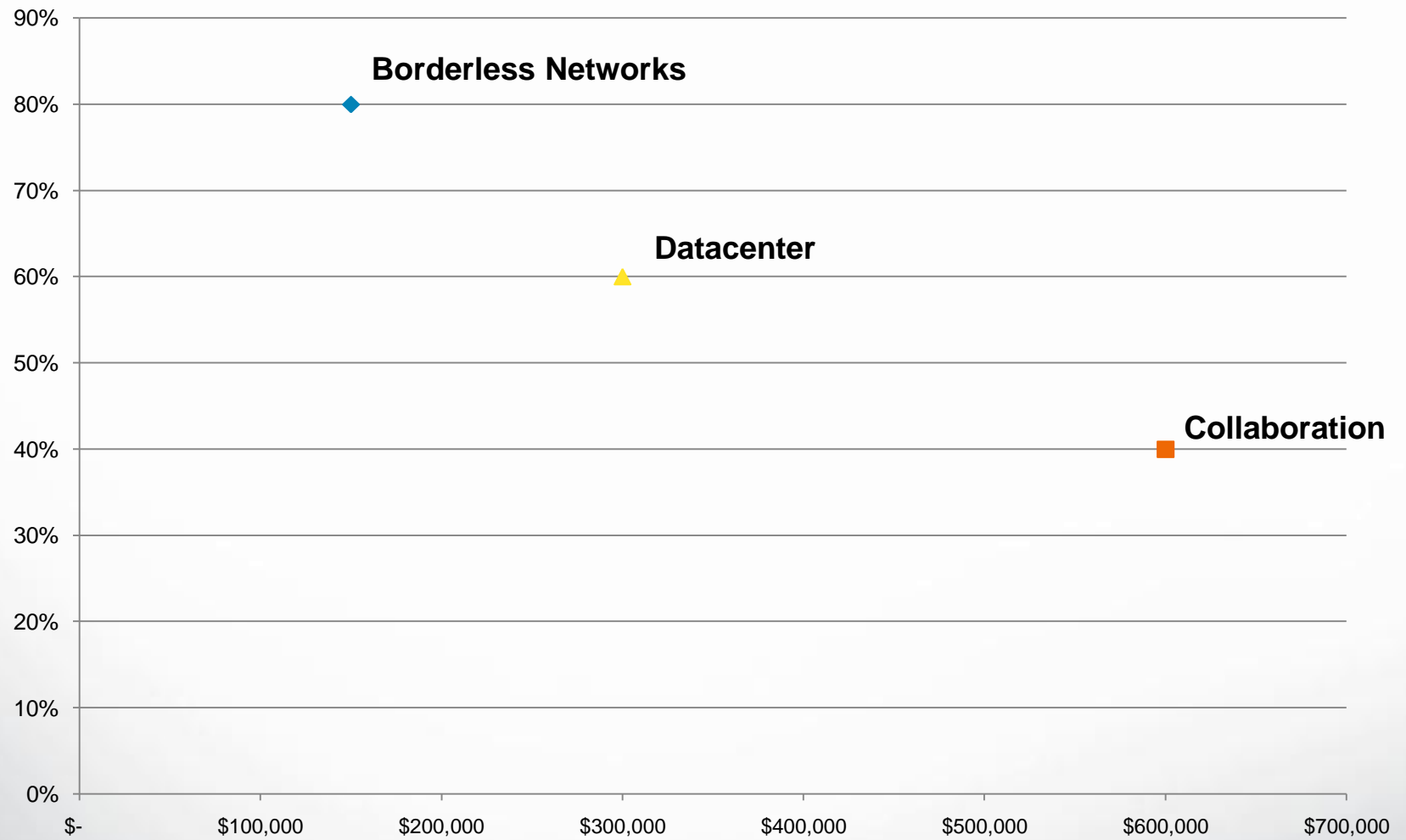
Account Summary			
 Account Name	ZURICH INSURANCE SINGAPORE PTE LTD	Partner Name	
Partner AM Name		Partner AM Email	
A/C Name (English)		No. of Employees	20-49
No. of PC	20-49	No. of Node Active Ports	15
No. of Sites	1	No. of Phones	15
No. of Technologies Sold		No. of Servers	0
City	Singapore	City (English)	
State/Province	SINGAPORE	State/Province (English)	
Vertical	Banking	Vertical Detail	Financial Services
Switching Booking (5yrs)	\$2,594	Switching Cisco Wallet Potential (5yrs)	\$42,768
Routing Booking (5yrs)	\$0	Routing Cisco Wallet Potential (5yrs)	\$23,070
Security Booking (5yrs)	\$0	Security Cisco Wallet Potential (5yrs)	\$12,140
Wireless Booking (5yrs)	\$0	Wireless Cisco Wallet Potential (5yrs)	\$1,173
Unified Communication Booking (5yrs)	\$0	Unified Communication Cisco Wallet Potential (5yrs)	\$5,494
Data Center Booking (5yrs)	\$0	Data Center Cisco Wallet Potential (5yrs)	\$73,878
Telepresence Booking (5yrs)	\$0	Telepresence Cisco Wallet Potential (5yrs)	\$0
Booking (5yrs)	\$2,594	Cisco Wallet Potential (5yrs)	\$158,525
Classification	Small	Strategy	Acquire
Wallet Share	1.64%		

NEED TO THINK CUSTOMER POTENTIAL

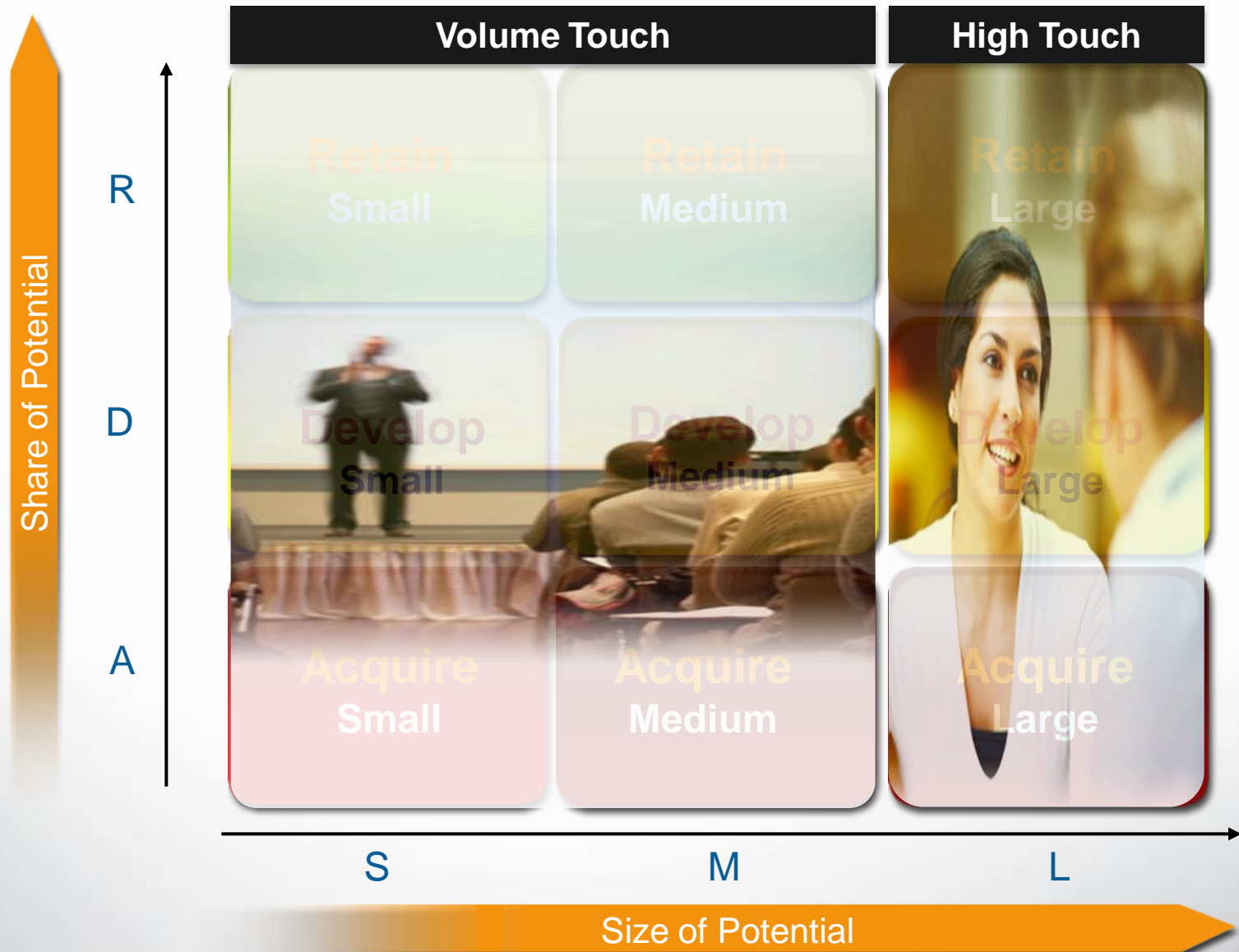
Customer 1	CY11 TOTAL WALLET POTENTIAL	FY12 GROWTH RATE	CY12 TOTAL WALLET POTENTIAL	CY11 YOUR SHARE OF POTENTIAL	CY12 YOUR SHARE OF POTENTIAL	CY11 YOUR BOOKINGS	CY12 YOUR STRETCH SALES TARGETS	CY12 YOUR GROWTH
Borderless Networks	\$ 200,000	-25%	\$ 150,000	80%	80%	\$ 160,000	\$ 120,000	-25%
Collaboration	\$ 500,000	20%	\$ 600,000	20%	40%	\$ 100,000	\$ 240,000	140%
Datacenter	\$ 50,000	500%	\$ 300,000	5%	60%	\$ 2,500	\$ 180,000	7100%
Total	\$ 750,000	40%	\$ 1,050,000	35%	51%	\$ 262,500	\$ 540,000	106%

- Definitions
- How do you get this data
- What do the measures mean

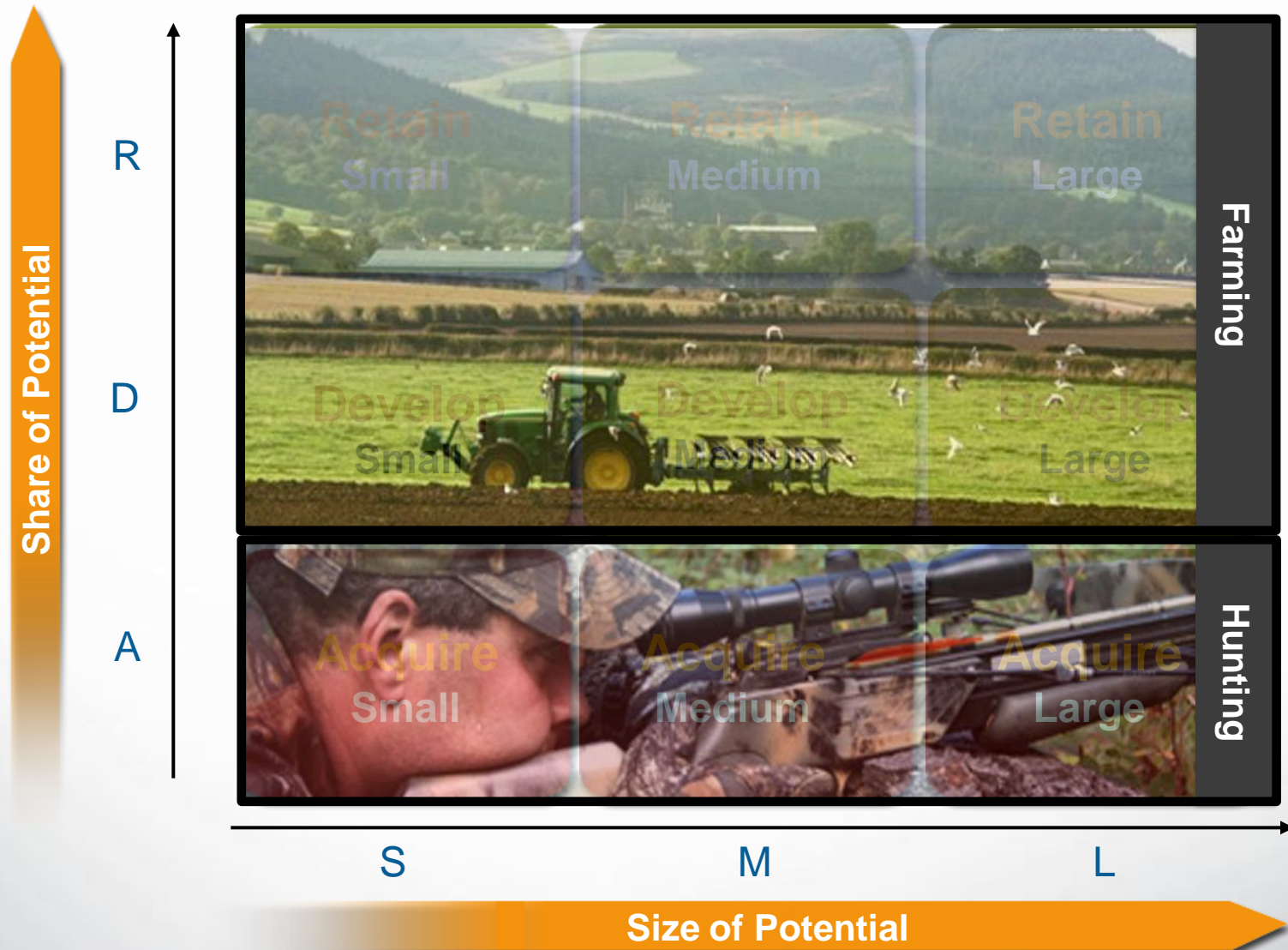
CUSTOMER RAD



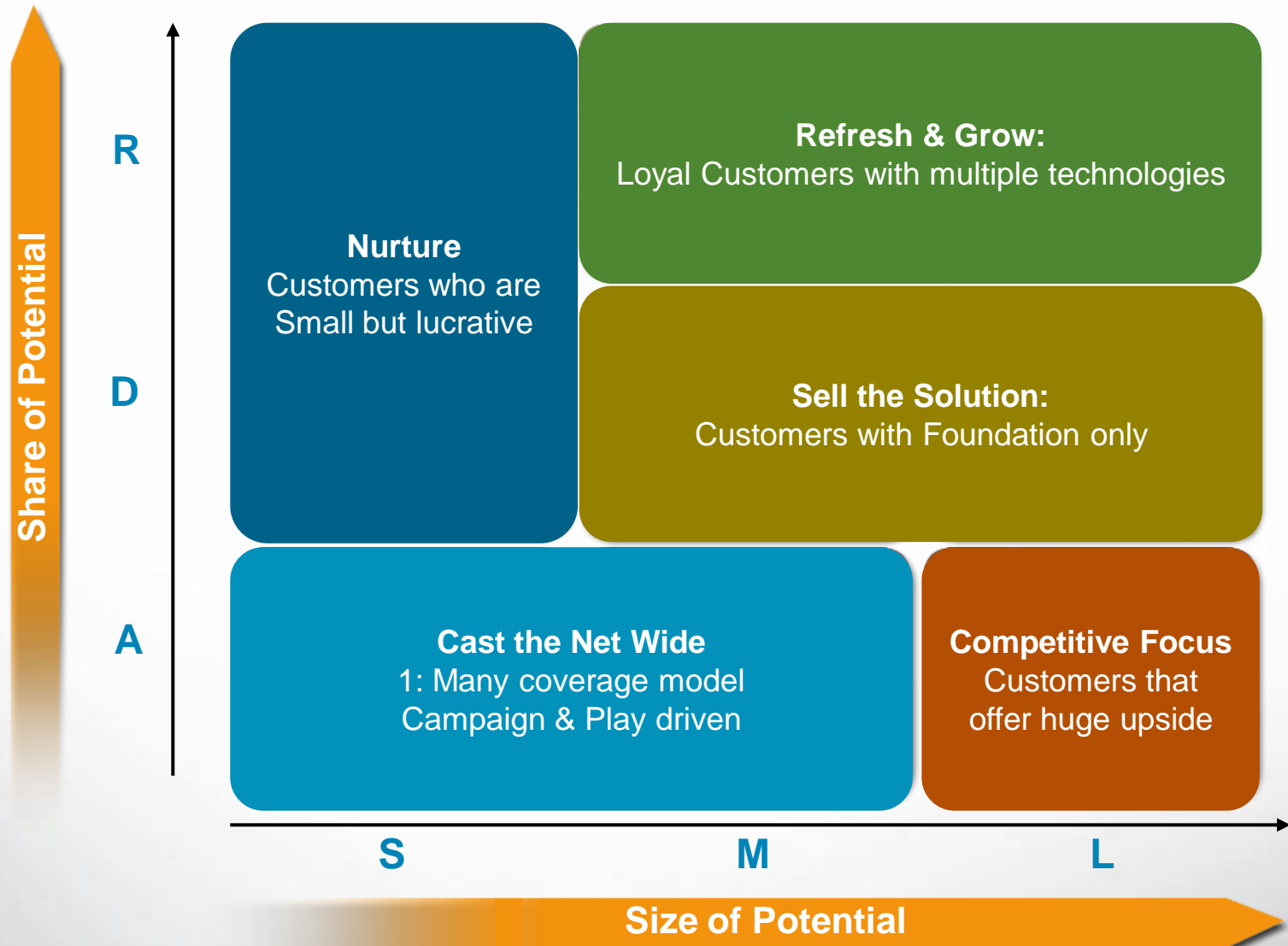
ULTIMATELY YOU WANT TO SEGMENT YOUR PORTFOLIO

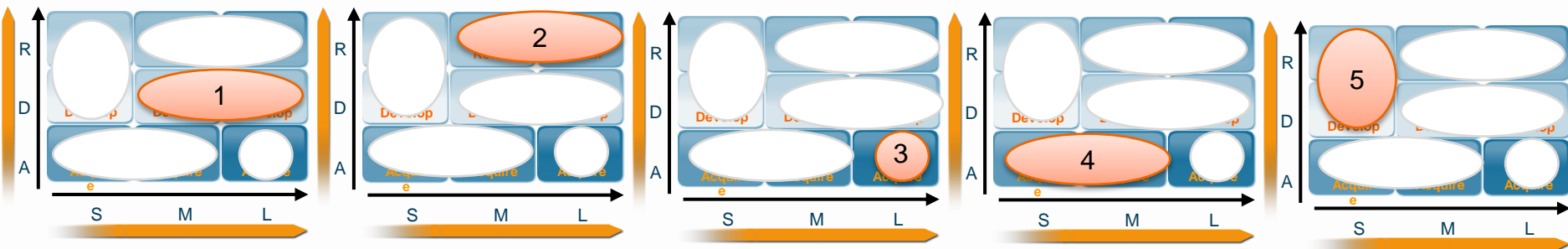


ULTIMATELY YOU WANT TO SEGMENT YOUR PORTFOLIO



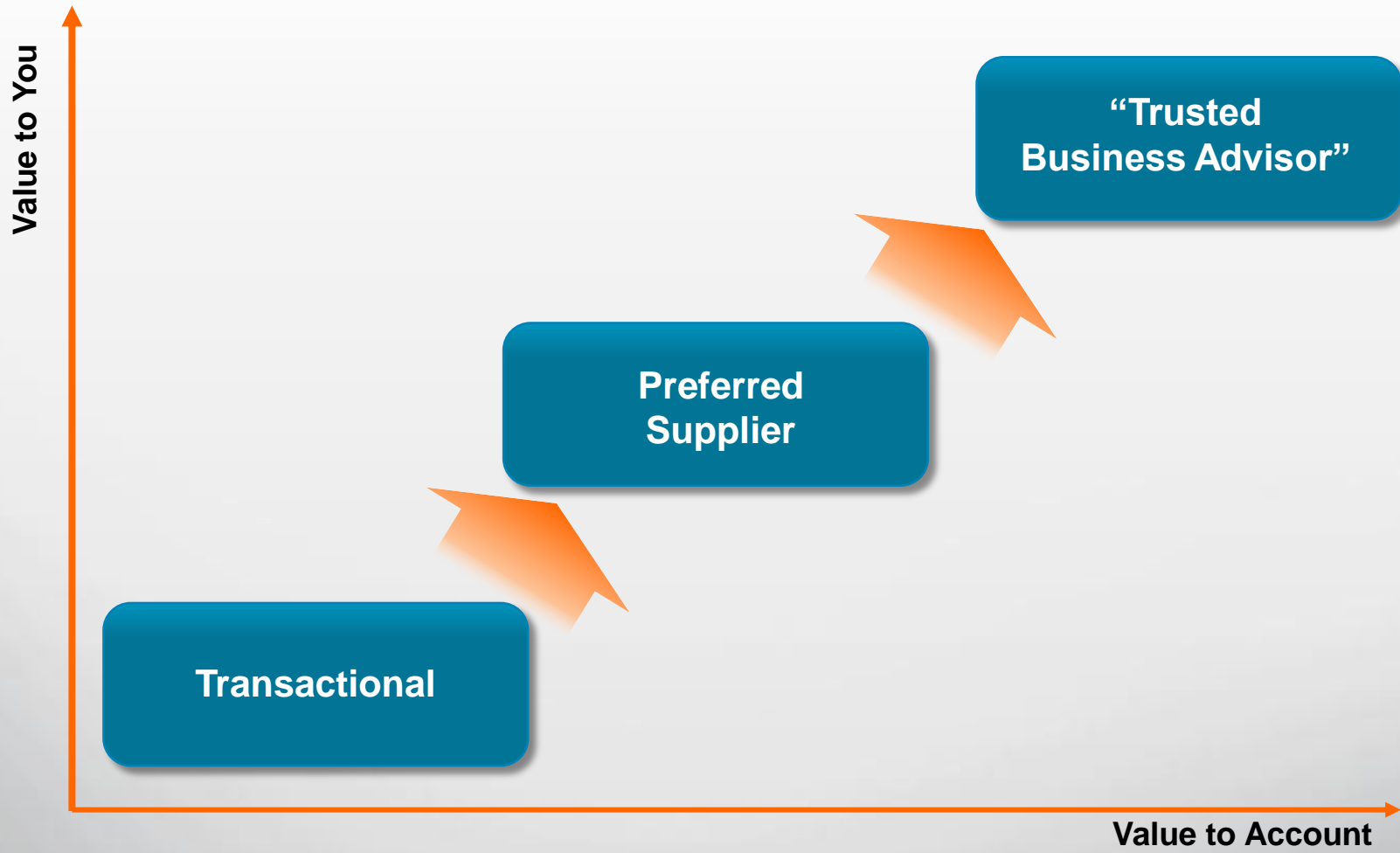
AFTER SEGMENTING, WHAT ACTIVITIES MAKE THE MOST SENSE?





Focus: Sell the Solution	Refresh & Grow	Competitive & Emerging	Cast the Net Wide	Nurture
<ul style="list-style-type: none"> Typically have Core but little Advanced Technologies Group Plans &/or Account Plans Tech experts via WebEx or TelePresence for one to one or one to many sessions EBC \ GBC \ Demo Days RSM Engagements Regular updates on Cisco products \ roadmaps Prioritise clusters of opportunity by technology, vertical and partner. Cisco Discovery / Network Assessments 	<ul style="list-style-type: none"> Most accounts will have UC, develop a strategy for applications – fend off Microsoft Account Plan or Account Analytics – map refresh cycles and through IBLM (Install Base Lifecycle Management) Technology experts via WebEx or TelePresence for one to one or one to many sessions Engage Architecture experts to maintain strong relationship Cisco Discovery / Network Assessments Have SE's enable feature sets to ensure future upgrades remain with Cisco 	<ul style="list-style-type: none"> Profile competitive landscape and refresh cycle to plan attack strategy Sub Segment into short term and long term opportunities High Touch engagement for 1:1 or 1:FEW briefings High risk \ High return Treat customers with no Cisco differently to customers with little Cisco PICK YOUR BATTLES! 	<ul style="list-style-type: none"> Partner Reason to Calls / Initiating Business Conversations Map local Marketing Activity Calendars to these customers at a minimum Look for alternative strategies – who is selling in this patch? How can you differentiate your messaging? 	<ul style="list-style-type: none"> Typically Small but innovative IT habits – Also typically buy a reasonable sized project every 2 years – maintain loyalty and apply IBLM (Install Base Lifecycle Mgmt) Move to Cisco Capital to create 3 year refresh cycles?

POTENTIAL ROLES & PLAN OUTCOMES



THE PLAN FUNDAMENTALS

- Situation review – past and now
- Market / Cisco opportunities – now and future
- Account potential– total and Cisco
- Objectives
- Execution/ action plans

Don't forget Marketing plays, Avant Garde, Cisco Capital

PLANNING PROCESS

Find out what exists today

Profile your Account portfolio and understand from which Accounts what numbers will come from where

For each Account set clear objectives of what you need to achieve

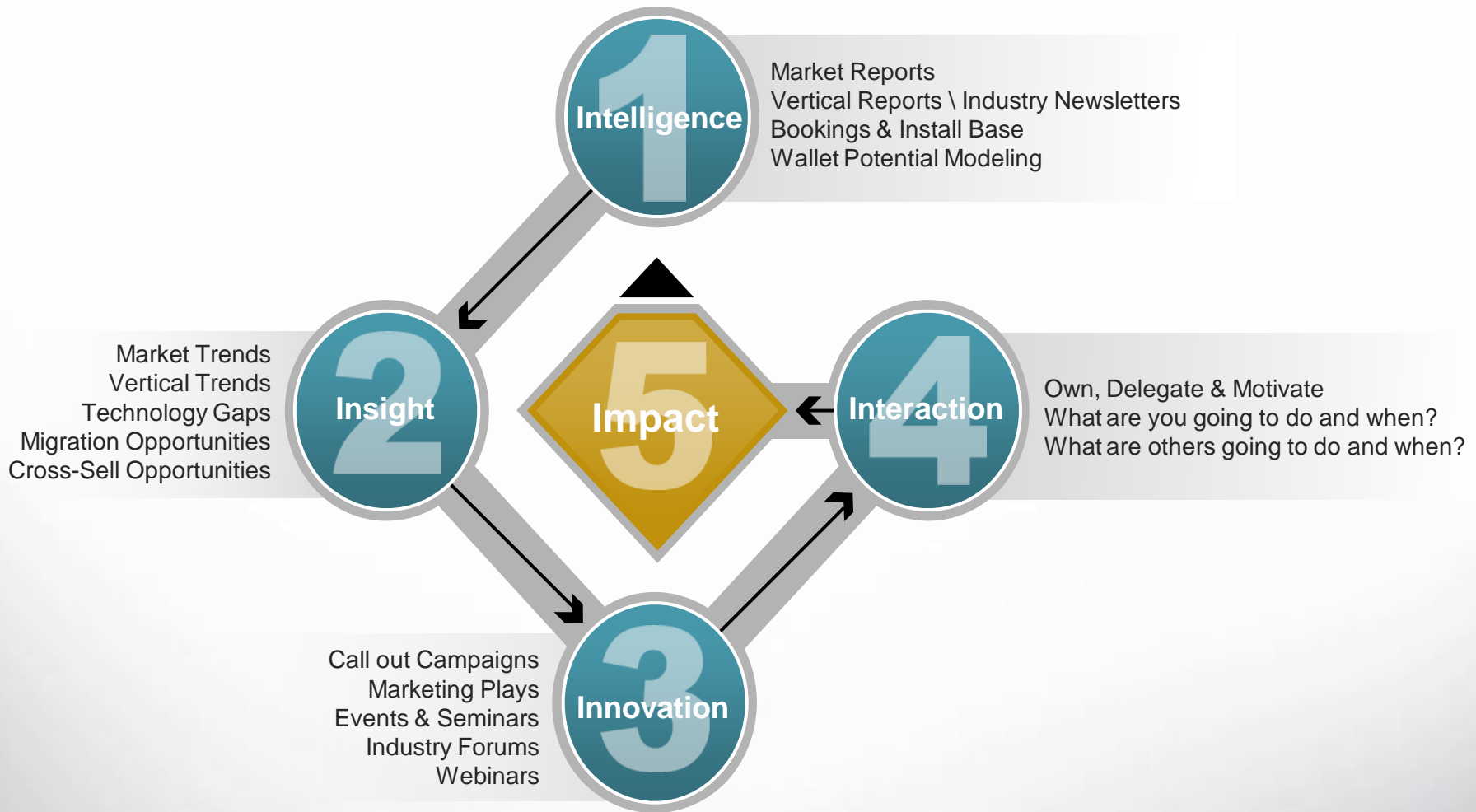
For each Account or set determine how you are going to achieve those objectives

For each Account or set build an engagement process that concludes with a plan of action

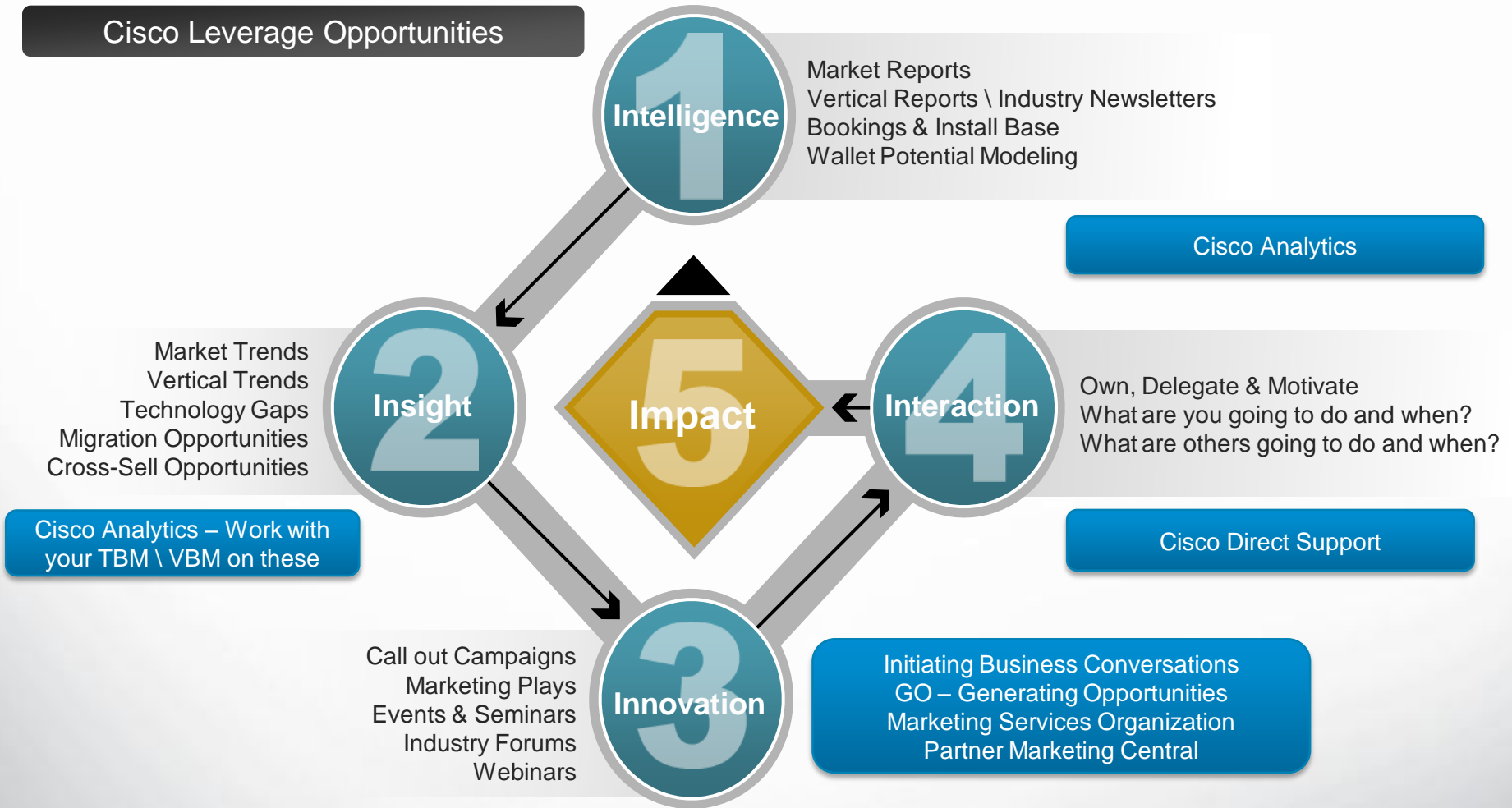
LEVERAGING I5



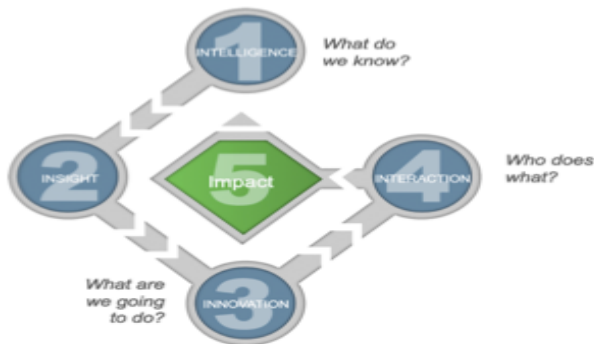
I5 FOR PORTFOLIO / TERRITORY PLANNING



I5 FOR PORTFOLIO / TERRITORY PLANNING



PLANNING TEMPLATE DEMO



Fill in the Grey Cells
Green Cells are auto-calculated

Territory Plan

Territory Profile	
# of Accounts in the Territory	50.00
# of Accounts which are direct touch focused	20.00
Remaining # of Accounts covered with this Territory Plan	30.00
Most Important Vertical in this Territory	Financial Services
2nd Most Important Vertical in this Territory	Education
3rd Most Important Vertical in this Territory	Select one

1 - Intelligence: What do we know?

a1) What are the Top 3 Trends in your most important Vertical	Trend 1	Trend 2	Trend 3
a2) What are the Top 3 Trends in your second most important Vertical	Trend 1	Trend 2	Trend 3
a3) What are the Top 3 Trends in your third most important Vertical	Trend 1	Trend 2	Trend 3
b) What are the top Technologies you want to promote in order to drive awareness and revenues	Technology 1	Technology 2	Technology 3
c) How many Accounts have you identified in the Shark Pool that are in the Verticals you have chosen to focus on? <small>Hint: You can get this data in the AG Tool</small>			

2 - Insight: What does it mean?

a1) What are ways you can help Vertical 1	Vertical 1 Ideas	Vertical 1 Ideas	Vertical 1 Ideas
a2) What are ways you can help Vertical 2	Vertical 2 Ideas	Vertical 2 Ideas	Vertical 2 Ideas
a3) What are ways you can help Vertical 3	Vertical 3 Ideas	Vertical 3 Ideas	Vertical 3 Ideas

THINGS TO THINK THROUGH....

Territory Profile	
# of Accounts in the Territory	
# of Accounts which are direct touch focused	
Remaining # of Accounts covered with this Territory Plan	0.00
Most important Vertical in this Territory	Financial Services
2nd Most important Vertical in this Territory	Education
3rd Most important Vertical in this Territory	Select one

1 - Intelligence: What do we know?

a1) What are the Top 3 Trends in your most important Vertical	Trend 1	Trend 2	Trend 3
	Data Center Consolidation	Branch Expansion	Customer Experience
a2) What are the Top 3 Trends in your second most important Vertical	Trend 1	Trend 2	Trend 3
a3) What are the Top 3 Trends in your third most important Vertical	Trend 1	Trend 2	Trend 3
b) What are the top Technologies you want to promote in order to drive awareness and revenues	Technology 1	Technology 2	Technology 3
	Data Center	DC & Collaboration	Digital Signage & TP
c) How many Accounts have you identified in the Shark Pool that are in the Verticals you have chosen to focus on?	250		

Hint: You can get this data in the AG Tool

THINGS TO THINK THROUGH....

2 - Insight: What does it mean?

a1) What are ways you can help Vertical 1	Vertical 1 Ideas	Vertical 1 Ideas	Vertical 1 Ideas
	Vertical Event	CxO Forum	Demo Days
a2) What are ways you can help Vertical 2	Vertical 2 Ideas	Vertical 2 Ideas	Vertical 2 Ideas
a3) What are ways you can help Vertical 3	Vertical 3 Ideas	Vertical 3 Ideas	Vertical 3 Ideas
b1) What are ways you can drive awareness and pipeline around Technology focus 1?	Technology 1 ideas	Technology 1 ideas	Technology 1 ideas
	DC – Prove Business Benefits	Prove Agility	Prove Revenue Streams
b2) What are ways you can drive awareness and pipeline around Technology focus 2?	Technology 2 ideas	Technology 2 ideas	Technology 2 ideas
b3) What are ways you can drive awareness and pipeline around Technology focus 3?	Technology 3 ideas	Technology 3 ideas	Technology 3 ideas
c) What are ways you can attack the Shark Pool and / or acquire new Accounts in general?	Account Acquisition ideas	Account Acquisition ideas	Account Acquisition ideas
	Have Existing Customers present to Prospects	Focused Call Out Campaigns	Differentiate

THINGS TO THINK THROUGH....

3 - Innovate: What are we going to do?

What are the 3-6 key things you are going to do in this Territory this year to achieve the your goals	Key Activity 1	Key Activity 2	Key Activity 3
	Key Activity 4	Key Activity 5	Key Activity 6

Hint: Have you considered Call out Campaigns, Marketing Plays, Events, Seminars, Industry Forums, Webinars, Marketing Services, GO (Generating Opportunities), Initiating Business Conversations and other Cisco leverage areas?

4 - Interaction: Who does what?

Key Activities	Action	Incremental Revenue	Resources Required	Owners	Date
Which ones will make the most difference?	Cradle to Grave... Build, Market, Manage, Close	# of Prospects convert into Real Pipeline convert into # Deals won?	What support do you need?	Who?	When?

IS IT WORKING?

5 - Impact: How are we performing against Key Metrics?

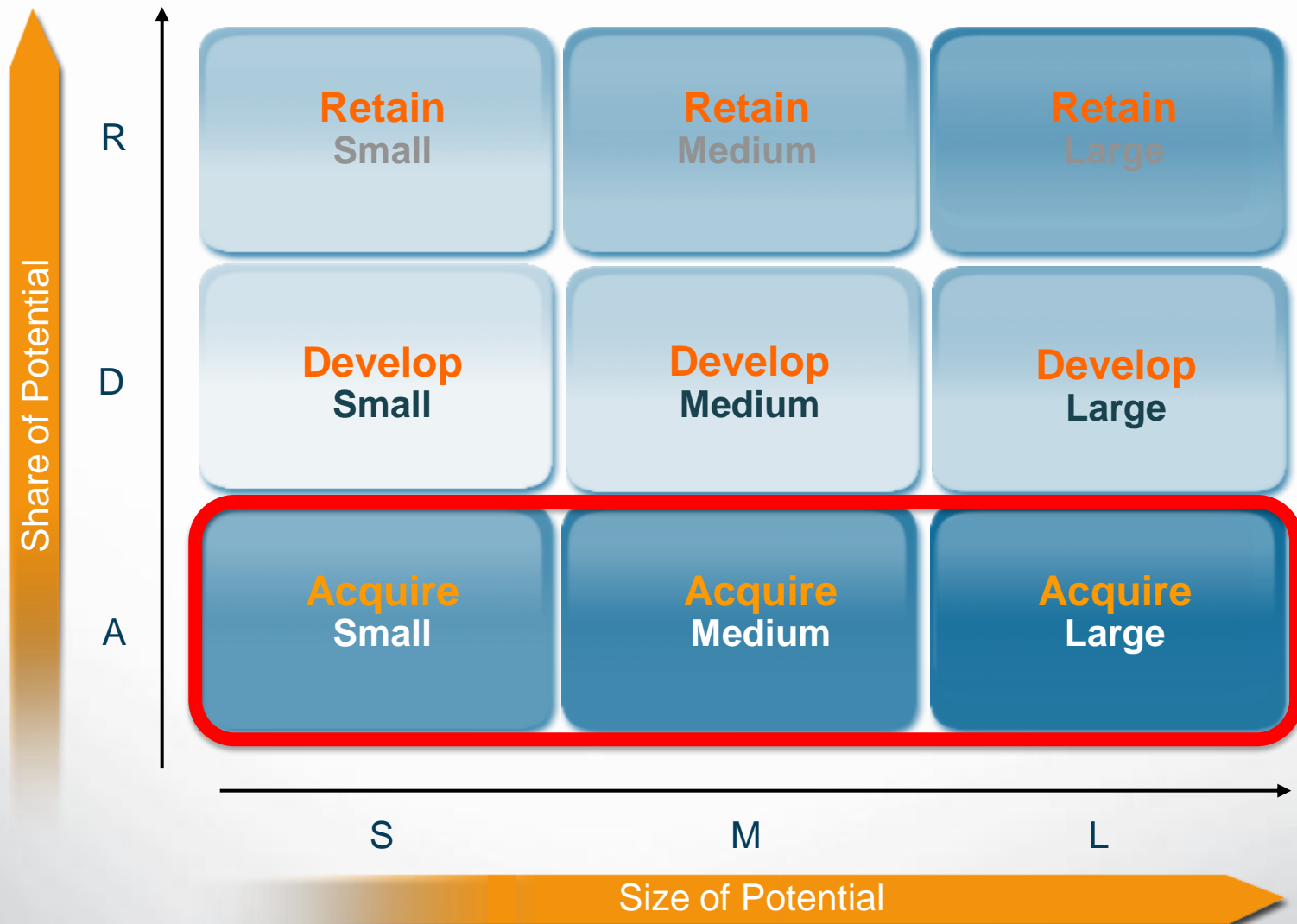
Incremental Revenue from the Plan - YTD	Target Gross Profit	Pipeline YTD	Bookings YTD	Gross Profit YTD	Gross Profit YTD
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Target Booking for 12 Months	\$0.00				

POLL – DO YOU USE ANY OF THESE TERRITORY PLANNING TOOLS FROM CISCO TODAY?

SELECT ALL THAT APPLY

- Account Analytics
- CIC Migration \ Cross-Sell Reports
- Initiating Business Conversations
- GO – Generating Opportunities
- Marketing Services Organization
- KTN – Know the Network

ACQUISITION ACCOUNTS AS AN EXAMPLE OF TARGET CAMPAIGN LISTS



ACQUISITION ACCOUNTS AS AN EXAMPLE OF TARGET CAMPAIGN LISTS

Sum of Total CWP(5yrs)	
Row Labels	Total
Banking	\$7,450,326
Construction	\$11,428,505
Education	\$17,220,195
Energy	\$8,071,974
Entertainment	\$12,265,261
Financial Services	\$26,524,535
Government	\$3,625,271
Healthcare	\$3,015,099
HiTechManufacturing	\$14,718,702
Hospitality	\$13,039,589
Manufacturing	\$60,490,823
MNC-Finance	\$907,702
MNC-Manufacturing	\$2,773,261
MNC-Others	\$5,981,012
MNC-Retail	\$297,910
Others	\$22,310,873
Professional Services	\$60,850,304
Retail	\$13,989,840
Social Services	\$167,465
Technical Services	\$18,849,020
Transport	\$18,051,525
University	\$3,796,655
Wholesale	\$6,607,328
(blank)	\$332,433,175
Grand Total	\$664,866,350

Account Name, Vertical, CWP by Technology

Account Name	Vertical	No. Of Employee	No. of Site	No. of PCs	No. of Phor	No. of Node	Account Type	Account	Account	Total CWP (5yrs)
MERIDIAN GROUP HOLDINGS PTE LTD	Others	1-19	999	60-99	60	60	Grey	Acquire		\$ 8,989,293
GOVERNMENT OF SINGAPORE	Government	750-999	100	500-999	100	500	Grey	Acquire		\$ 1,535,787
AVIMED MANUFACTURING PTE LTD	University	5000-9999	1	5000-9999	80	8000	Red	Acquire	Large	\$ 3,566,054
THE LOGISTICS INSTITUTE	Education	1500-4999	2	2000-4999	1000	3000	Red	Acquire	Large	\$ 2,145,587
NEC SEMICONDUCTORS SINGAPORE PTE LTD	HiTechManufacturing	750-999	1	250-499	300	300	Red	Acquire	Large	\$ 608,454
ACP COMPUTER TRAINING SCHOOL	Education	100-149	120	100-249	30	100	Grey	Acquire		\$ 1,097,817
GUTHRIE ENGINEERING SINGAPORE PTE. LTD	Transport	250-499	101	250-499	300	300	Red	Acquire	Large	\$ 1,534,772
MOE SCHOOLS	Education	100-149	1	100-249	0	0	Red	Acquire	Large	\$ 2,040,139
PONTIAC LAND GROUP PTE LTD	Professional Services	750-999	5	500 +	1000	580	Red	Acquire	Large	\$ 1,139,849
UNIVERSAL STUDIOS	Entertainment	500-749	1	100-249	250	0	Red	Acquire	Large	\$ 590,269
PREMAS INTERNATIONAL LIMITED	Construction	1000-1499	10	500 +	500	0	Red	Acquire	Large	\$ 866,071
NTUC FAIRPRICE CO-OPERATIVE LTD	Retail	500-749	10	250-499	500	450	Red	Acquire	Large	\$ 601,648
MACROVIEW TELECOM LIMITED	Technical Services	10000+	35	500-999	500	500	Grey	Acquire		\$ 1,396,327
DFS VENTURE SINGAPORE (PTE) LTD	Retail	750-999	6	500 +	500	800	Red	Develop	Large	\$ 746,546
PONTIAC MARINA PTE LTD	Professional Services	750-999	3	500 +	1000	580	Red	Acquire	Large	\$ 1,120,255
TAKA JEWELLERY PTE. LTD	Retail	250-499	98	60-99	70	70	Red	Acquire	Medium	\$ 460,710
ELECTRA S PTE LTD	Technical Services	1500-4999	4	1000-1999	1800	1800	Red	Acquire	Large	\$ 1,979,945
SEMBAWANG SHIPYARD	Transport	1000-1499	1	100-249	0	0	Red	Acquire	Medium	\$ 477,403
HILTON HOTELS CORPORATION	MNC-Others	250-499	1	100-249	500	300	Red	Acquire	Large	\$ 953,794
FIRST ENGINEERING LTD	Construction	500-749	1	500-999	550	550	Red	Acquire	Large	\$ 835,136
HIAP SENG ENGINEERING LTD	Construction	500-749	1	500 +	400	400	Red	Acquire	Large	\$ 696,047
BONVESTS HOLDINGS LIMITED	Retail	750-999	1	500 +	500	650	Red	Acquire	Large	\$ 662,403
EASTERN ASIA INDUSTRIES (S) PTE LTD	Retail	1500-4999	1	500 +	500	200	Red	Acquire	Large	\$ 540,017
BENG HUI MARINE ELECTRICAL PTE LTD	Wholesale	500-749	1	250-499	300	350	Red	Acquire	Medium	\$ 488,224
SINGAPORE AEROSPACE MANUFACTURING PTE LTD	Transport	500-749	1	100 - 249	200	200	Red	Acquire	Medium	\$ 455,287
HWA CHONG INTERNATIONAL SCHOOL	Education	500-749	1	250-499	100	400	Red	Develop	Medium	\$ 445,308
METRO HOLDINGS LTD	Professional Services	750-999	7	20 - 49	30	30	Red	Acquire	Medium	\$ 366,326
HPL HOTELS AND RESORTS PTE LTD	Hospitality	500-749	2	250-499	400	300	Red	Acquire	Large	\$ 585,101
SOLETRON TECHNOLOGY SDN BHD	HiTechManufacturing	750-999	1	500-999	600	600	Red	Acquire	Large	\$ 784,767
DHI Water & Environment (S) Pte Ltd	Professional Services	750-999	1	100-249	500	130	Red	Acquire	Large	\$ 538,432
ALLIED TECHNOLOGIES LIMITED	Manufacturing	750-999	1	60 - 99	80	80	Red	Acquire	Medium	\$ 312,171
ABR HOLDINGS LIMITED	Retail	750-999	20	60 - 99	100	60	Red	Acquire	Medium	\$ 351,934
PACIFIC CARRIERS LIMITED	Manufacturing	500-749	5	500-999	500	500	Red	Acquire	Large	\$ 799,202
FIRST ENGINEERING PLASTICS PTE LTD	Manufacturing	500-749	1	100-249	200	200	Red	Acquire	Medium	\$ 493,584
SEMBAWANG CORPORATION LIMITED	Professional Services	500-749	12	100-249	200	200	Red	Acquire	Large	\$ 624,947
AEDAS	Professional Services	500-749	8	250-499	350	300	Grey	Acquire		\$ 705,379
COMFORT TRANSPORTATION PTE LTD	Transport	750-999	3	100-249	100	100	Red	Acquire	Medium	\$ 370,581
INDECO ENGINEERS PTE LTD	Manufacturing	500-749	10	500-999	600	600	Red	Acquire	Large	\$ 852,808
ASL SHIPYARD PTE LTD	Transport	500-749	1	100 - 249	150	150	Red	Acquire	Medium	\$ 378,517
JONES LANG LASALLE PROPERTY CONSULTANTS PTE LTD	Professional Services	500-749	1	250 - 499	250	250	Red	Acquire	Large	\$ 567,505
GOLDIN GROUP	Professional Services	500-749	2	500-999	500	500	Red	Acquire	Large	\$ 797,728
JKI SINGAPORE PTE LTD	Manufacturing	500-749	9	20-49	35	40	Red	Acquire	Medium	\$ 368,400
KOH BROTHERS BUILDING & CIVIL ENGINEERING CONTRACTOR PTE LTD	Construction	1000-1499	5	250-499	100	300	Red	Acquire	Medium	\$ 482,899
SINGAPORE FOOD INDUSTRIES LIMITED	Wholesale	750-999	4	250-499	300	300	Red	Acquire	Large	\$ 429,842
POH TIONG CHOON LOGISTICS	Professional Services	500-749	1	250-499	300	300	Red	Acquire	Medium	\$ 582,818
MITSUBISHI CHEMICAL INFONICS PTE LTD	Manufacturing	500-749	1	100-249	100	150	Red	Acquire	Medium	\$ 382,177
OSIM INTERNATIONAL LTD	Retail	100-149	60	100 - 249	200	100	Red	Acquire	Medium	\$ 435,749
TELLABS ASIA PACIFIC PTE LTD	Technical Services	1500-4999	3	250-499	50	300	Red	Acquire	Large	\$ 553,566
Bayryan Tree Hotel & Resort	Retail	1500-4999	3	500-999	200	500	Grey	Acquire		\$ 468,067
HOTEL PROPERTIES LTD	Entertainment	750-999	3	60-99	200	75	Grey	Acquire		\$ 407,483

All Accounts eligible for OIP (Margin & Deal Protection)

Marketing

Demand Generation with Cisco

To support new customer acquisition, upsell and cross-sell opportunities, we have a structured approach and marketing assets / collaterals that can help you accelerate your sales goals



**Generating Opportunities
for Growth**

1 GO

2 MSO

3 Marketing Package

4 Partner Marketing Central

Go! Generating Opportunities

Go! is a highly focused Reason-to-Call / Meet Prospecting program specially designed for you to generate opportunities based on an agreed theme and cadence for assigned and sharkpool accounts. The program aspects include Partner enablement briefings, account analysis and sales contests

 [Download GO! Playbook](#)

Marketing Campaigns available

Available – Please Click

Switch on
Business Mobility

Available – Please Click

UCS
Acceleration

Available – Please Click

Threat
Defense

Available – Please Click

Win the
Workspace

Coming soon!

Transforming
the Branch

Available – Please Click

Collaboration
Breakaway



Build Marketing Momentum to Build Your Business

Campaigns

Events

Full Service Marketing

Featured

Partner Marketing Central What is it?

Partner Marketing Central makes it easier than ever to order, plan and execute marketing activities. Click [here](#) to learn more.

Training & Support

Get familiar with the tool by attending one of our training sessions or watch one of our training videos. Click [here](#) to learn more.

Full Service Activities & Customized Marketing Application

Your success with Partner Marketing Central is important to us. If you need help with the tool please contact the Virtual Marketing Organization by clicking [here](#).

What's New!

Partner Marketing Central offers a host of Full Service Marketing Activities that align to your specific marketing objectives:

Full Service Activities:

- [WebEx Hosting Program](#)
- [Event Management & Logistics Program](#)
- [Video Testimonial Series](#)
- [Meeting Incentive Program](#)

Refreshed Activities:

- [Email Marketing & Newsletter Program](#)
- [Video Success Story](#)

Top Activities

Many of your peers are also using Partner Marketing Central. Here is a list of top ordered activities and campaigns:

Top 3 Activities:

- [Telemarketing with Partner Grid](#)
- [Telemarketing - 2 or 4 Appointments](#)
- [INTEGRATED: Telemarketing with Email, Direct Mail, and Web](#)

Top 3 Campaigns:

- [Pervasive Video, English](#)
- [UCS C-Series Acceleration, English](#)
- [Collaboration Breakaway](#)

PMC Tips

With so many competing messages coming from many different sources, it can take many touches for marketers to move a prospect to an opportunity. PMC Integrated programs are built to stimulate interest by providing exposure to your offerings through multiple touch points. Here is a list of recommended multi-touch programs:

- [Telemarketing with Email](#)
- [Telemarketing with Email & Web](#)
- [Telemarketing with Email, Mail & Web](#)

My Custom View



Pasquale Gallifuoco
My Custom View
San Francisco, CA
[Personalize this Site](#)

Getting Started

Click the links below to learn how to get the most out of Partner Marketing Central!

[Marketing Library](#)

[Creating your first event](#)

[Working with Partner Marketing Central](#)

[Need help? Contact PMC support](#)

Has the Partner Marketing Center helped you win business? We want to hear about it.

[Share your Success story](#)

IBC FOR ALL 3 ARCHITECTURES



CISCO

Initiating Business Conversations
Collaboration

Collaboration
LAUNCH
DOWNLOAD

Unified Computing System
LAUNCH
DOWNLOAD

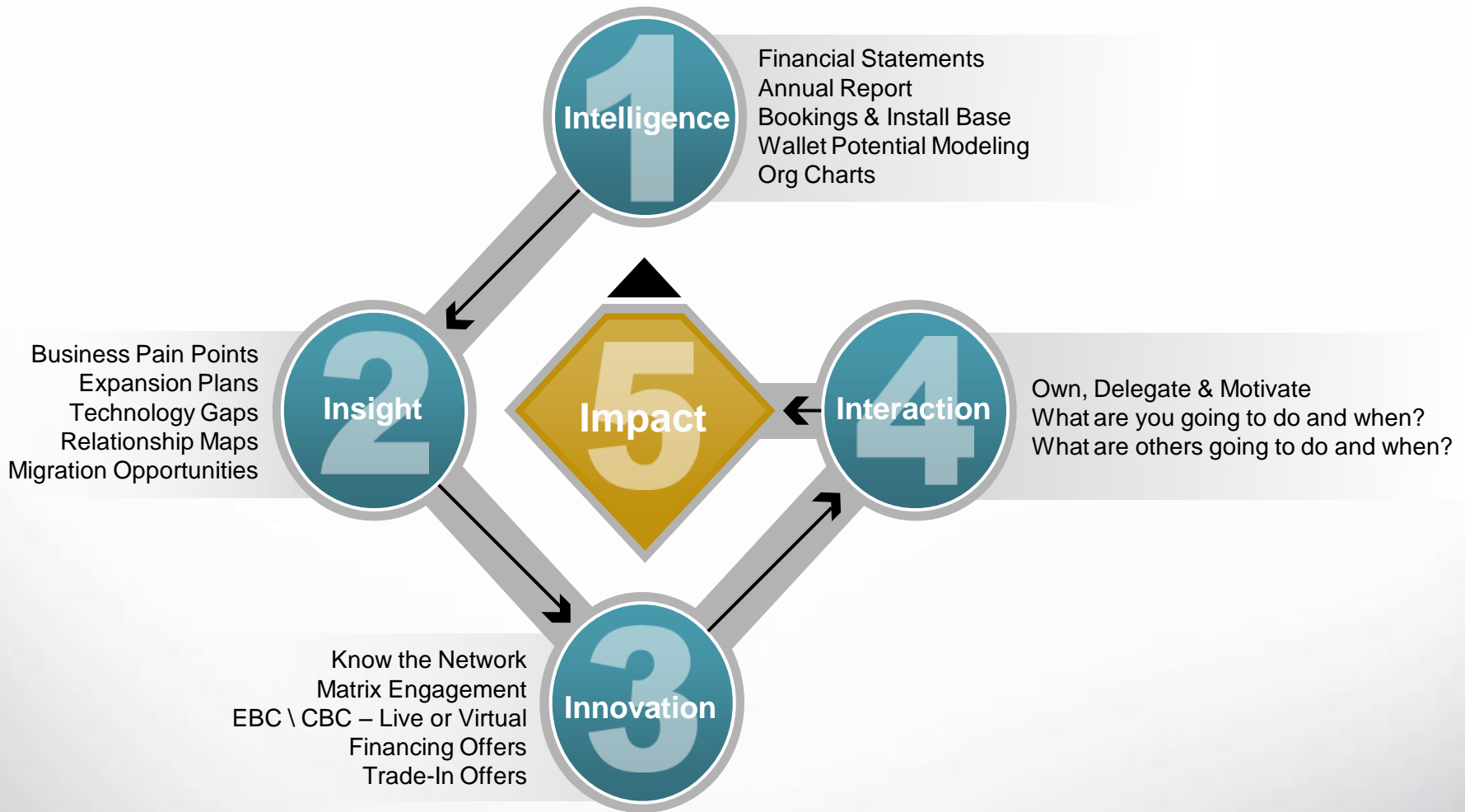
Borderless Networks
LAUNCH
DOWNLOAD

ALSO AVAILABLE ON AG MOBILE

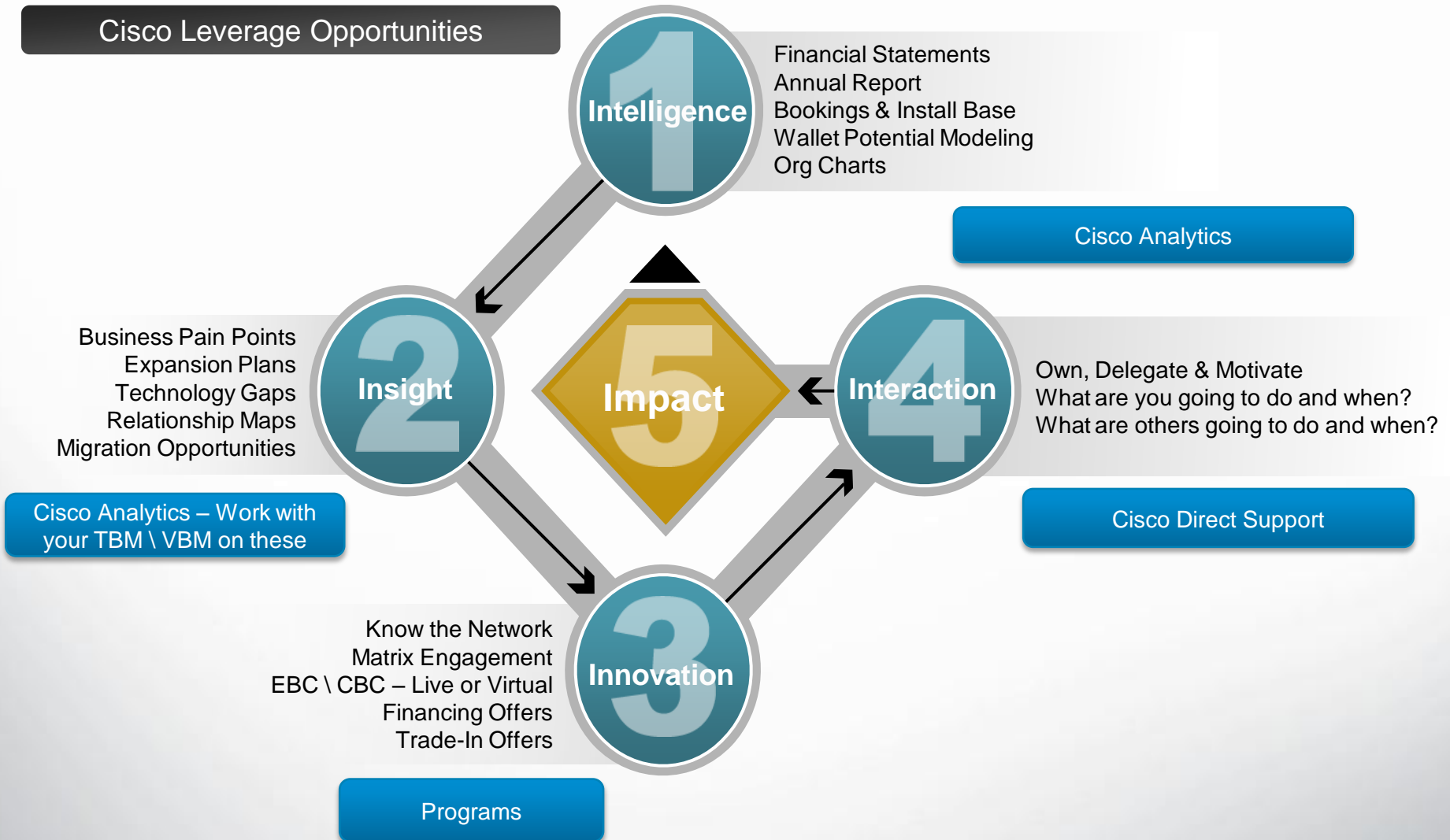


"Avant Garde mobile brings a wealth of information to your fingertips when you're on the move"


I⁵ FOR ACCOUNT PLANNING




I⁵ FOR ACCOUNT PLANNING



PLANNING TEMPLATE DEMO



Fill in the Grey Cells
 Green Cells are auto-calculated



Account Plan

Territory Profile

# of Accounts in the Territory	50.00
# of Accounts which are direct touch focused	20.00
Remaining # of Accounts covered with this Territory Plan	30.00
Most Important Vertical in this Territory	Financial Services
2nd Most Important Vertical in this Territory	Education
3rd Most Important Vertical in this Territory	Select one

1 - Intelligence: What do we know?

a1) What are the Top 3 Trends in your most important Vertical	Trend 1	Trend 2	Trend 3
a2) What are the Top 3 Trends in your second most important Vertical	Trend 1	Trend 2	Trend 3
a3) What are the Top 3 Trends in your third most important Vertical	Trend 1	Trend 2	Trend 3
b) What are the top Technologies you want to promote in order to drive awareness and revenues	Technology 1	Technology 2	Technology 3
c) How many Accounts have you identified in the Shark Pool that are in the Verticals you have chosen to focus on? <small>Hint: You can get this data in the AG Tool</small>			

2 - Insight: What does it mean?

a1) What are ways you can help Vertical 1	Vertical 1 Ideas	Vertical 1 Ideas	Vertical 1 Ideas
a2) What are ways you can help Vertical 2	Vertical 2 Ideas	Vertical 2 Ideas	Vertical 2 Ideas
a3) What are ways you can help Vertical 3	Vertical 3 Ideas	Vertical 3 Ideas	Vertical 3 Ideas

THINGS TO THINK THROUGH....

Account Profile	
Account Name	
Vertical	Select one
# of Employees	
# of PCs	
# of Sites	
# of Servers	

1 - Intelligence: What do we know?

a) What are the Top 3 Trends in the industry					
b) What are the Top 3 Business Priorities for this Customer?	Business Priority 1 Geographic Expansion	Business Priority 2 Expanded Offerings	Business Priority 3 Staff Productivity		
c) How is IT intending to support these Market Trends and Business Priorities?	IT Initiative 1 SOEs & Consolidation	IT Initiative 2 ERP & Supply Chain	IT Initiative 3 Collaboration		
d) What is the Wallet Potential of this Customer? <i>Hint: You can get this data in the AG Tool</i>	Switching \$1,000,000	Routing \$100,000	Security \$50,000	Wireless \$50,000	UC
e) What has been the historical bookings of this Customer? <i>Hint: You can get this data in the AG Tool or your own database</i>	Switching \$200,000	Routing \$80,000	Security \$10,000	Wireless \$10,000	UC
f) What is therefore the Opportunity Gap? <i>Hint: This is Auto-calculated</i>	Switching \$0.00	Routing \$0.00	Security \$0.00	Wireless \$0.00	UC \$0.00
g) Are there any possible migration \ old equipment refresh opportunities in this Account? If so what could these projects be worth? <i>Hint: You can get this data in the AG Tool</i>	Switching	Routing	Security	Wireless	UC

THINGS TO THINK THROUGH....

2 - Insight: What does it mean?

What are the Top 3 Business Priorities for this Customer?

Hint: Review your previous Answers to question 1b and think through how you can help

Business Priority 1	Business Priority 2	Business Priority 3
Geographic Expansion	Expanded Offerings	Staff Productivity

How is IT intending to support these Priorities?

Hint: Review your previous Answers to question 1c and think through how you can help

IT Initiative 1	IT Initiative 2	IT Initiative 3
SOEs & Consolidation	ERP & Supply Chain	Collaboration

a) How do you intend to help IT support these Priorities?

Hint: Document how you're going to help

IT Initiative or Business Priority 1	IT Initiative or Business Priority 2	IT Initiative or Business Priority 3
Stage and scope reliable & remote management enabled solutions	ERP & Infrastructure Upgrades	Prove productivity benefits of various solutions

b) Which departments \ people will you need to cover to do this?

Key Department & Contact - 1	Key Department & Contact - 2	Key Department & Contact - 3

3 - Innovate: What are we going to do?

What are the 3-6 key things you are going to do in this Account this year to achieve the above goals

Key Activity 1	Key Activity 2	Key Activity 3
Position Whole Offers	Help with Professional Services	Engage with CFO and prove financial benefits of your solutions
Key Activity 4	Key Activity 5	Key Activity 6

Hint: Have you considered Know the Network or Discovery Assessments, Executive Briefings, using Cisco Demo facilities, Financing offers, Trade-In Offers or other Cisco leverage areas

THINGS TO THINK THROUGH....

4 - Interaction: Who does what?					
Key Activities	Action	Incremental Revenue	Resources Required	Owners	Date
Which ones will make the most difference?	Cradle to Grave... Build, Market, Manage, Close	# of Prospects convert into Real Pipeline convert into # Deals won?	What support do you need?	Who?	When?

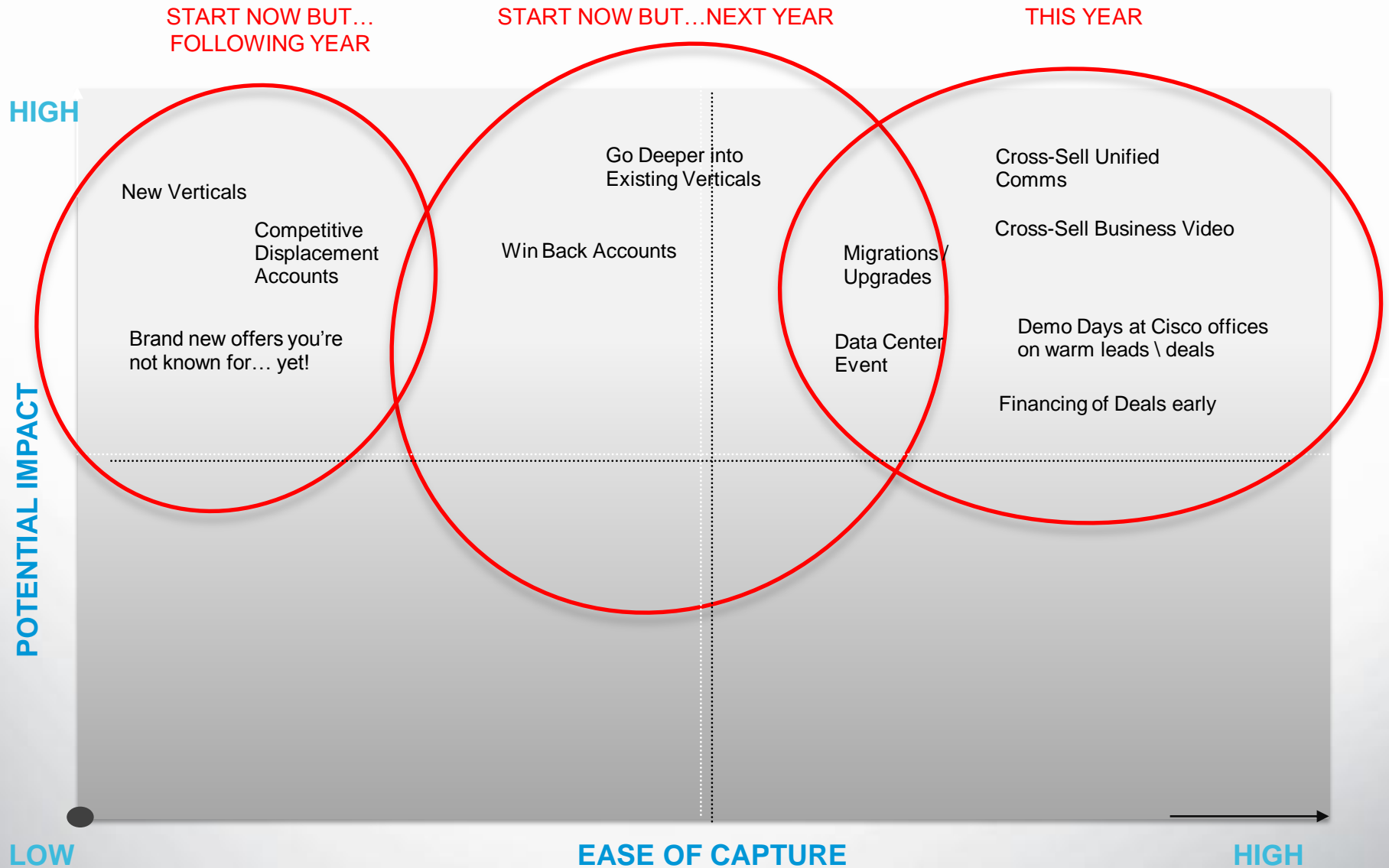
IS IT WORKING?

5 - Impact: How are we performing against Key Metrics?					
Incremental Revenue from the Plan - YTD	Target Gross Profit	Pipeline YTD	Bookings YTD	Gross Profit YTD	Gross Profit YTD
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Target Booking for 12 Months	\$0.00				



**The general who
defends
everything...
defends nothing**

PRIORITIZING FOR IMPACT



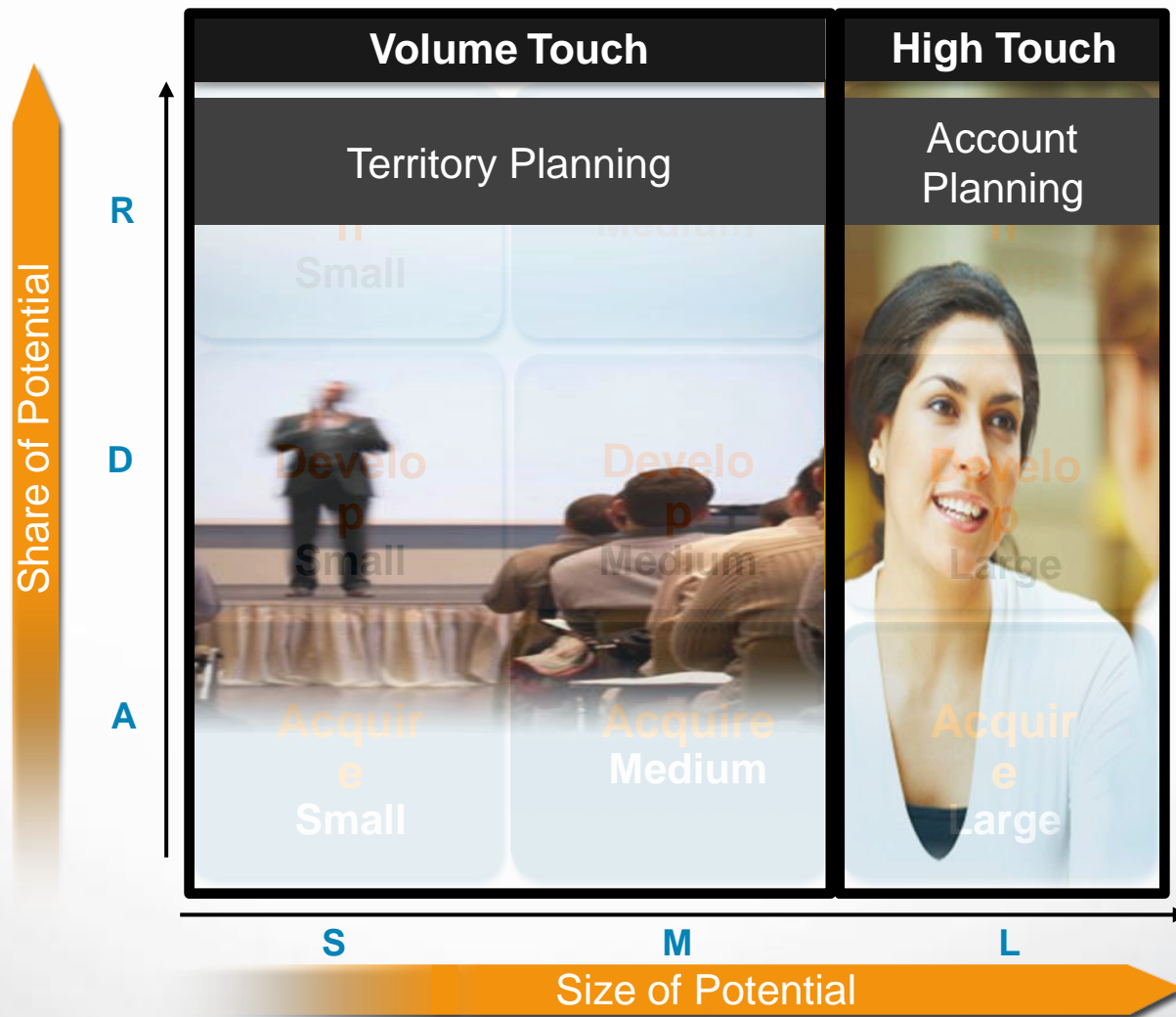
IT'S ALL ABOUT EXECUTION...

**Vision without
Action is....**

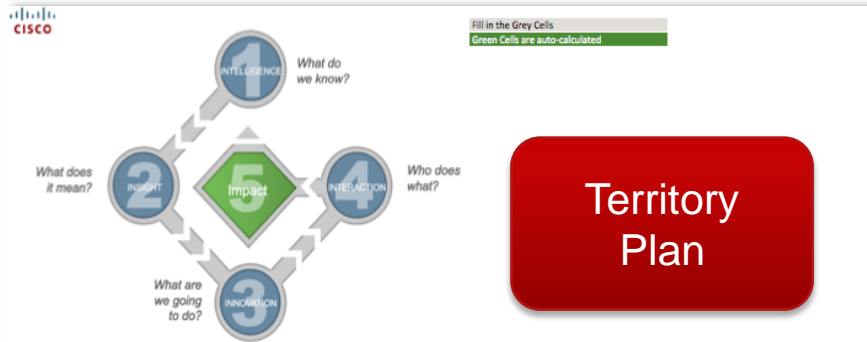
Hallucination



IN SUMMARY... 1. SEGMENT...



2. STRATEGIZE



Territory Profile

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a2) What are the Top 3 Trends in your second most important Vertical

Trend 1	Trend 2	Trend 3

a3) What are the Top 3 Trends in your third most important Vertical

Trend 1	Trend 2	Trend 3

b) What are the top Technologies you want to promote in order to drive awareness and revenues

Technology 1	Technology 2	Technology 3

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Vertical 2 Ideas	Vertical 2 Ideas	Vertical 2 Ideas

a3) What are ways you can help Vertical 3

Vertical 3 Ideas	Vertical 3 Ideas	Vertical 3 Ideas



Account Profile

Account Name	
Vertical	Select one
# of Employees	
# of PCs	
# of Sites	
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1 - Intelligence: What do we know?

a) What are the Top 3 Trends in the Industry

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c) How is IT intending to support these Market Trends and Business Priorities?

IT Initiative 1	IT Initiative 2	IT Initiative 3

d) What is the Wallet Potential of this Customer?
Hint: You can get this data in the AG Tool

Switching	Routing	Security

e) What has been the historical bookings of this Customer?
Hint: You can get this data in the AG Tool or your own database

Switching	Routing	Security

f) What is therefore the Opportunity Gap?
Hint: This is Auto-calculated

Switching	Routing	Security
\$0.00	\$0.00	\$0.00

g) Are there any possible migration \ old equipment refresh opportunities in this Account? If so what could these projects be worth?
Hint: You can get this data in the AG Tool

Switching	Routing	Security

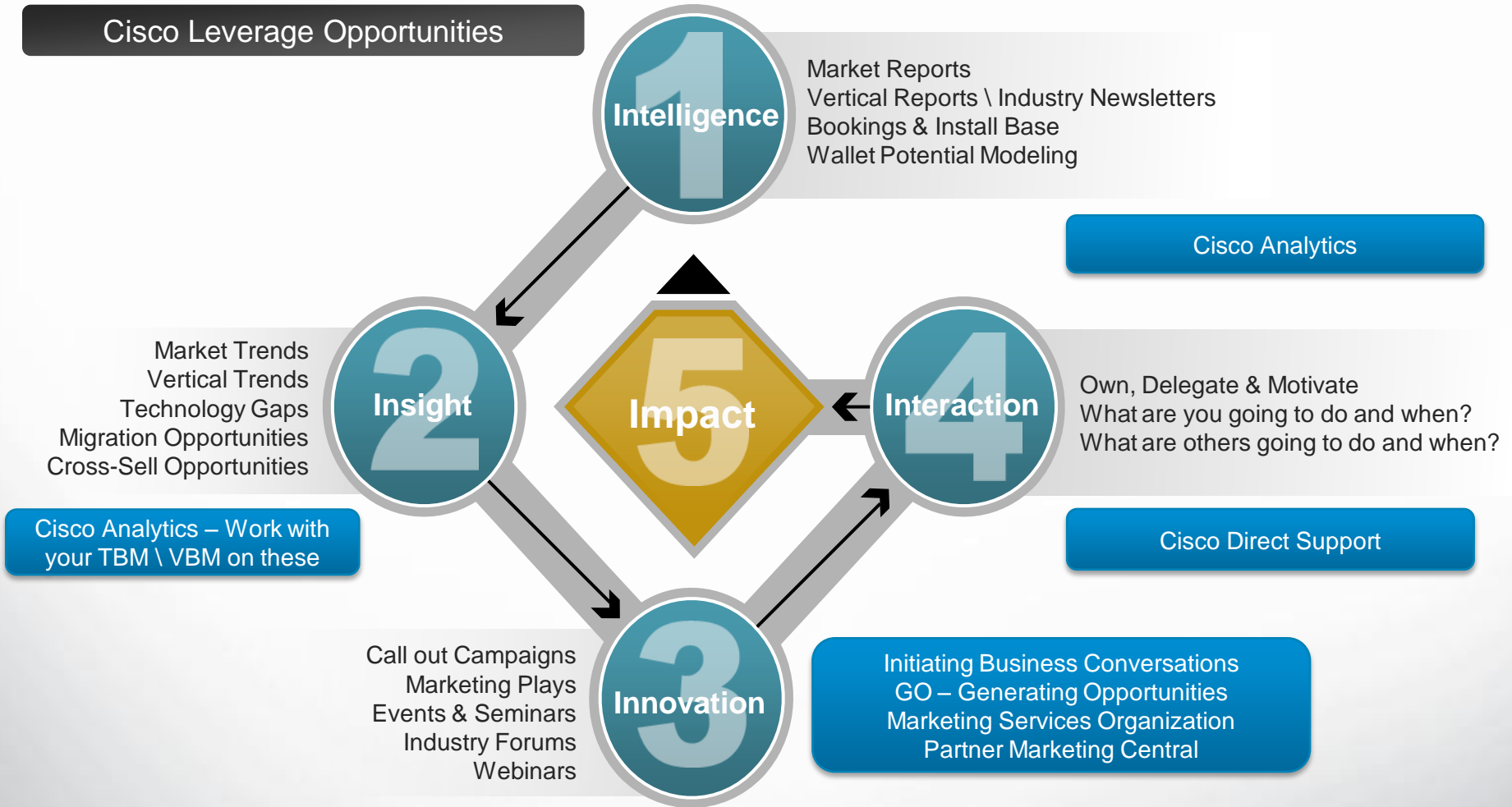
2 - Insight: What does it mean?

What are the Top 3 Business Priorities for this Customer?

Business Priority 1	Business Priority 2	Business Priority 3
0	0	0

3. LEVERAGE

Cisco Leverage Opportunities



1. This content is relevant to my role

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

2. The instructor was well informed on the topic of the training

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

3. Based on what I learnt I can engage with my accounts more effectively

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

4. I will recommend this training to my peers

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

5. What else do you need to enable you to improve the performance of your role?

