



BUILDING TRAINING SOLUTIONS  
FOR THE IT WORLD

## Cisco Sales Expert (CSE) Version 4.0

**Days:** 2  
**Format:** Instructor-Led  
**Class Code:** CSE  
**Certification Exams:** None  
**Certification Track:** None

### Recommended Course Sequence

Knowledge of prerequisites  
noted below.

*Course content is subject to change  
without notice.*

### Course Description:

Cisco Sales Essentials Version (CSE) 4.0 is a two day course that provides the introductory information needed to resell Cisco core products and solutions. CSE 4.0 covers the essential topics and concepts required to pass the 646-204 Cisco Sales Expert exam. This course begins with a comprehensive overview of Cisco's current solutions including the 2800 series of routers, general capabilities and the purpose for each product line, and a review of market-level success stories. The course will end with an overview of Cisco Incentive Programs and other tools to help partners effectively sell Cisco products.

### Target Audience:

This course is intended for Account Managers and System Engineers affiliated with Cisco or Cisco partners.

### Course Objectives:

After completing this course, the student should be able to

- Describe Cisco strengths and why it is beneficial to partner with them.
- Describe Cisco Network Systems solutions.
- Describe Cisco mobility solutions.
- Describe Cisco Unified Communications solutions.
- Describe Cisco data center solutions.
- Describe security solutions.
- Describe how to use partner support and technical services to increase revenue.

## Course Outline

Lessons
■ Introduction to Cisco.
■ Network Systems.
■ Mobility.
■ Unified Communications.
■ Data Center.
■ Security.
■ Partner Support and Technical Services.