

Finance business innovation and multiply your profits

Learn how, at a glance



PARTNER SALES AND MARKETING AT-A-GLANCE

In tough times how can your customers acquire the technology they need to compete and grow?
How will you outperform your competition and multiply profits?

Count on Cisco Capital

The answer is Cisco Capital financing.

It's the smart way to unlock competitive advantage for your customers, and crucial new revenues for you.

Think finance is a difficult sell?

Think again. Our smart, flexible financing solutions offer your customers an efficient, cost-effective way to take a more strategic approach to acquiring the latest Cisco technologies. By presenting the many benefits of financing at the beginning of each sales conversation, you are opening up more sales potential from the start.

How can you get started?

Empower your sales teams and persuade your customers with our comprehensive sales engagement programme, Count on Capital. Complete with practical tools and advice, it gives you everything you need to understand how Cisco Capital will benefit your business and successfully sell financing to C-suite decision-makers.

What's in the programme?

A range of sales enablement tools is available for use with your customers. These include emails, brochures and banner adverts and a simple guide to successfully selling finance and handling customer objections.

Cisco Capital

Financing Business Innovation

How to use the assets

1 Guide to selling Cisco Capital financing

Use these assets as training material and to prepare for meetings.

- What Cisco financing means to your business
- Tips for selling finance successfully
- How it overcomes customer's key financial challenges
- Conversation opener script introducing Cisco Capital
- Handling customer objections

2 Count on Capital customer brochure

Mail this to your prospects in advance of a meeting, or use as a leave behind. It delivers all the key financing benefits messages, simply.

3 Customer email campaign

Use these emails to create a compelling proposition – either as a primer to your meetings or as a follow up to keep communication channels open.

4 Digital ads

Make a splash online with simple, striking ads that deliver top line customer benefits.

5 Sales messaging

A number of engaging copy blocks that sell the benefits of Cisco Capital. Use them on presentations, web pages, print ads and more.

Additional support

For further information and resources, including presentations, guides and email templates on **easy**lease financing, please contact capital_marketing_emea@cisco.com

