

# Focus on SMB

Registered Reseller Program

## Become a Cisco Registered Reseller today!

### What is the Registered Reseller Program?

Becoming a Cisco Registered Reseller marks the start of your relationship with Cisco and provides you the opportunity to embark on a journey through the business tools, training, support and financial rewards which will be available to you.

These have been designed to assist you to penetrate the small business market and provide a quality service to the end-user and to subsequently secure higher profits for your business.

The program also offers a viable migration path on to the Select Certification which is the entry certification level to the Cisco Channel Partner Program and recognizes further your investment in SMB expertise.

## Reasons why to become a Cisco Registered Reseller

### Become a Registered Reseller and enjoy the benefits that will increase your revenues and profitability

#### 1. Increase your profitability through selling more than 200 best priced SMB Products

Fast Track is a pricing program specifically designed to help Cisco Registered Resellers sell best-in-class products to SMB customers and is available through Cisco Authorised Distributors. It speeds up business transactions by offering compelling price points while allowing you to maintain healthy margins.

As a Cisco registered reseller, you are eligible to enroll onto the Registered Reseller Payment Program. This program offers further financial rewards for selling Fast Track products and services. ([www.ciscopartners.com/rpp](http://www.ciscopartners.com/rpp))

- 1% payment of net sales on all Cisco Fast Track SMB Switching and Routing products
- 2% payment of net sales on all Cisco Fast Track SMB Voice, Security, and Mobility products
- 2% payment of net sales on Services packages sold on all Cisco Fast Track products

#### 2. 3% Additional Discount for registering all new opportunities

The Opportunity Incentive Program (OIP) rewards and protects Cisco Registered Partners who actively work with customers in order to win new business. Registered Resellers receive a 3% upfront discount for registering new opportunities to Cisco.

(To see how you can take advantage of this check [www.cisco.com/go/oip](http://www.cisco.com/go/oip))

#### 3. 50% discount on Demonstration Products

The Cisco Not For Resale Program (NFR) provides you with an upfront discount of 50% for products and solutions purchased for your company IT infrastructure and for demonstration purposes. For further details please contact your local Cisco Authorised Distributor.

#### 4. High Trade in Discounts

As a Registered Reseller you can take advantage of Cisco's Fast Trade in program which is specifically designed to help with the replacement of your customers old Cisco as well as competitive products. Cisco provides significant discounts on a wide range of SMB products including switching, routing, voice, security, wireless and network management. Fast Track trade In makes it easy to upgrade existing customers to next generation communication solutions by providing an instant and upfront discount. Contact your local Authorized Distributor for further details.

#### 5. Free Support for pre-sales support questions

Partner helpline - [www.cisco.com/go/ph](http://www.cisco.com/go/ph) provides industry leading pre-sales technical support and gives you access to the correct Cisco resources best suited to respond to your specific issues or questions and therefore ensure a fast time to resolution.

Distribution Sales support –your local distribution partner will have dedicated and trained Cisco sales teams to guide you through your requirements. Please contact your local Cisco Authorised Distributor.



## 6. Enhanced knowledge of the SMB market with access to SMB reseller trainings (technical & sales) - free of charge!

Training increases your ability to successfully sell, design and deploy Cisco solutions to SMB's

- Our Distributors are committed to serving the SMB market and providing SMB focused training on Cisco products solutions and services for more information please contact your local Cisco authorized distributors.
- Partner Education Connection – is an online tool that provides training on products, tools and solutions. Please visit [www.cisco.com/go/pec](http://www.cisco.com/go/pec)

## 7. Customisable Co-branded marketing materials to drive incremental revenues

To assist you in your marketing and to generate incremental opportunities for your business you will have access to customizable marketing materials. This material will be available through your local Cisco Authorised Distributor and through your local Cisco partner portal. Visit your local Cisco Partner portal or your local Cisco Authorised Distributor.

## 8. Usage of “Cisco-Registered”-Logo and published in the Cisco Partner Locator

Take advantage of the global Cisco brand and use your registered reseller status as a valuable asset to open new opportunities. Upon registration you will receive a registered plaque to display at your premises.

- Leverage the global Cisco brand on your website and in your communications and marketing collateral
- Increase your visibility with a listing in Google based Registered reseller partner locator

## 9. Increase your competitive advantage by leveraging Cisco's support services

Enrolling on the Registered Reseller Payment Program makes you eligible to sell the below Cisco support services, which could add significant value to your sales proposition. By taking these enhanced services to market, you could increase margins, penetrate new markets increase your competitive advantage and improve customer retention.

Cisco Smart net Service – an award winning technical support service that offers direct, any time access to Cisco engineers and an extensive range of technical resources.

Cisco Smart Foundation Service – entry level technical support service provides support that small businesses need to help them maintain network reliability and minimize business disruption. Contact your local Authorized Distributor for pricing and further details.

For further details please visit [http://www.cisco.com/en/US/products/ps6888/serv\\_category\\_home.html](http://www.cisco.com/en/US/products/ps6888/serv_category_home.html)

## 10. 0% Financing

Cisco Capital Programs make selling easier and provide many benefits to Registered resellers such as protecting margins, preventing discount discussions, improving customer retention, increasing cash flow and deal size. For more information please check with your local Authorised Distributor or visit [www.cisco.com/go/capital\\_europe](http://www.cisco.com/go/capital_europe)



# How to Become a Cisco Registered Reseller

Apply to the [Registered Partner Program](#)

Review the [Partner Registration User Guide](#)

## The Partner Registration application process is as follows:

1. Apply for a Cisco.com user ID (only if you do not already have one)
2. Provide or verify company and contact information
3. [Review and accept the terms of the Indirect Channel Partner Agreement \(ICPA\)](#)
4. Submit the application

Upon successful submission of your application, you should receive an automated E-Mail notification of your acceptance as a Cisco Registered Partner. This E-Mail contains additional instructions, including steps to add your company to Cisco's Partner Locator.

Once you become a Registered Reseller or if you are an existing Registered Reseller then you will be eligible to enroll for the registered [reseller payment program](#)



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