Cheat Sheet for comprehensive Cisco Sales Expert (CSE) - Service Provider

***1. Understanding Service Provider Market Segments**

- **Core Network Services:**

  - **IP/MPLS:**

    - **Features:** MPLS VPN, VPLS, EVPN, Segment Routing

    - **Use Cases:** Enterprise connectivity, Mobile Backhaul, Cloud Services

  - **Optical Transport:**

    - **Features:** DWDM, OTN, ROADM, Flexgrid

    - **Use Cases:** Long-haul transport, Metro networks, Data Center interconnect

  - **Mobile Backhaul:**

    - **Features:** Microwave, IP/MPLS, E-Band, LTE/5G

    - **Use Cases:** Cellular network backhaul, Fixed Wireless Access

- **Access Network Services:**

  - **Broadband Access:**

    - **Features:** DOCSIS, GPON, XGS-PON, Fixed Wireless

    - **Use Cases:** Residential broadband, Business connectivity

  - **Enterprise Services:**

    - **Features:** SD-WAN, VPN, Managed Services

    - **Use Cases:** Branch connectivity, Cloud access, Managed security

- **Cloud & Data Center Services:**

  - **Cloud Services:**

    - **Features:** Cisco CloudCenter, Cisco Intercloud Fabric

    - **Use Cases:** Hybrid cloud, Multi-cloud, Cloud-native applications

  - **Data Center Interconnect:**

- **Features:** Cisco ACI, Nexus 9000, MDS

- **Use Cases:** Data center migration, Disaster recovery, Multi-site connectivity

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2. Key Cisco Solutions for Service Providers
- **Cisco Network Services Orchestrator (NSO):**

  - **Features:**

- Centralized orchestration for multi-vendor networks
- Service lifecycle management
- Zero-touch provisioning

  - **Use Cases:**

- Automation of network services
- Simplified network operations

- **Cisco Crosswork Network Controller:**

  - **Features:**

- Real-time network analytics
- AI-driven insights
- Automated network optimization

  - **Use Cases:**

- Network performance monitoring
- Predictive maintenance

- **Cisco Evolved Programmable Network (EPN):**

  - **Features:**

- Software-defined networking (SDN)
- Network function virtualization (NFV)
- Programmable infrastructure

  - **Use Cases:**

- Network modernization
- Service agility

- **Cisco Ultra Services Platform (USP):**

- **Features:**

- Virtualized network functions (VNFs)
- Service chaining
- Multi-layer orchestration

  - **Use Cases:**

- 5G core network
- IoT services

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3. Cisco Service Provider Portfolio
- **Routers:**

 - **ASR 9000 Series:**

  - **Features:** High-capacity routing, MPLS, Carrier Ethernet

  - **Use Cases:** Core and aggregation networks

 - **NCS 5000 Series:**

  - **Features:** High-density 100G/400G routing, Segment Routing

  - **Use Cases:** Long-haul and metro networks

- **Switches:**

 - **Nexus 9000 Series:**

  - **Features:** Data center switching, ACI, SDN

  - **Use Cases:** Data center interconnect, Cloud networks

 - **Catalyst 9000 Series:**

  - **Features:** Enterprise and branch switching, SD-WAN

  - **Use Cases:** Enterprise access, Branch connectivity

- **Optical Transport:**

 - **NCS 1000 Series:**

  - **Features:** DWDM, ROADM, Flexgrid

- **Use Cases:** Long-haul and metro transport

  - **NCS 2000 Series:**

    - **Features:** Metro DWDM, OTN

    - **Use Cases:** Metro and regional networks

- **Broadband Access:**

  - **Cisco uBR10012:**

    - **Features:** DOCSIS 3.1, High-density CMTS

    - **Use Cases:** Residential and business broadband

  - **Cisco RF Gateway:**

    - **Features:** GPON, XGS-PON

    - **Use Cases:** Fiber-to-the-home (FTTH)

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__4. Sales Tips and Best Practices__
- **Understanding Customer Needs:**

  - **Ask the Right Questions:**

- Current challenges
- Future growth plans
- Specific use cases

  - **Leverage Use Cases:**

- Show how Cisco solutions address specific customer pain points

- **Positioning Cisco Solutions:**

  - **Highlight Differentiators:**

- Scalability, reliability, and innovation

  - **Focus on Total Cost of Ownership (TCO):**

- Long-term savings vs. initial investment

  - **Leveraging Cisco Resources:**

- **Cisco Sales Connect:**

- Access to product information, sales tools, and training

  - **Cisco Services:**

- Professional services, support, and managed services

- **Closing the Deal:**

  - **Offer Proof of Concept (PoC):**

- Demonstrate value in a real-world scenario

  - **Provide References:**

- Success stories and customer testimonials

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5. Common Sales Objections and Responses
- **Objection: High Initial Investment**

  - **Response:**

- Emphasize long-term ROI and cost savings
- Highlight Cisco's financing options and flexible payment models

- **Objection: Vendor Lock-In**

  - **Response:**

- Showcase Cisco's open standards and multi-vendor interoperability
- Highlight Cisco's commitment to customer choice and flexibility

- **Objection: Complexity of Implementation**

  - **Response:**

- Offer Cisco's professional services and support
- Highlight Cisco's automation and orchestration tools for simplified deployment

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6. Cisco Sales Tools and Resources
- **Cisco Sales Connect:**

  - **Features:**

- Product information, sales tools, and training
- Competitive intelligence and sales playbooks

  - **Access:**

- Cisco.com > Sales Connect

- **Cisco Services:**

  - **Types:**

- Professional services, support services, managed services

  - **Use Cases:**

- Network design, deployment, and optimization

- **Cisco Partner Locator:**

  - **Features:**

- Find local Cisco partners and resellers

  - **Access:**

- Cisco.com > Partner Locator

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***7. Cisco Certification and Training**_

- **Cisco Certified Internetwork Expert (CCIE) Service Provider:**

  - **Focus Areas:**

- IP/MPLS, Optical Transport, Mobile Backhaul

  - **Training:**

- Cisco Learning Network, CCIE Bootcamp

- **Cisco Sales Expert (CSE) - Service Provider:**

  - **Focus Areas:**

- Service Provider market segments, Cisco solutions, sales strategies

  - **Training:**

- Cisco Sales Learning, CSE Certification Program

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***8. Cisco Service Provider Community and Support**

- **Cisco Communities:**

 - **Features:**

- Forums, blogs, and user groups

 - **Access:**

- Cisco.com > Communities

- **Cisco Technical Assistance Center (TAC):**

 - **Features:**

- 24/7 technical support

 - **Access:**

- Cisco.com > Support > TAC

- **Cisco Partner Support:**

 - **Features:**

- Dedicated support for Cisco partners

 - **Access:**

- Cisco.com > Partner Support

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This cheat sheet provides a comprehensive overview of the key aspects of Cisco Sales Expert (CSE) - Service Provider, including market segments, solutions, sales tips, and resources. Use this as a quick reference to enhance your knowledge and effectiveness in selling Cisco solutions to service providers.

By Ahmed Baheeg Khorshid

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