

# Cisco SMB Select Partner insights

selling smarter  
to SMBs



November 2006

## Welcome to the Human Network



You probably have already seen the new “Welcome to the HumanNetwork” campaign Cisco launched in early October. The new branding, which

includes the redesigned logo you see in this newsletter, is designed to reflect our position not just as a networking leader, but as a company that improves the way people work, live, play and learn, one human connection at a time.

Our network of channel partners provides us with the scale and expertise to enable the human network. You are the ones who make this happen, who show how the network is a platform that drives change and creates value for businesses.

Tell us more about how we can help you help your SMB customers be part of the human network. Let us know at [smbselectpartner@cisco.com](mailto:smbselectpartner@cisco.com). ■

Good luck and good selling,

Wendy Bahr  
Vice President,  
U.S. Channels Commercial



## SMB Success Story

### Selling Cisco Unified Communications

Bono's Bar-BQ, a family-owned and operated chain of 20 restaurants in Florida, Georgia and Colorado, was missing calls. During hectic lunch times at its restaurants, servers and hosts were not always able to get to a ringing phone. Callers to its catering headquarters—with just six phone lines—often received a busy signal. Overloaded phone lines were not only costing Bono's business, but preventing the excellent customer service the company strives to deliver.

“I didn't realize how antiquated our phone system was,” says Kirsten Martino, Bono's head of business development.

#### NetAge answers the call

Martino started to educate herself on new phone technology, but was overwhelmed by the different recommendations she received from different companies. “I had all this information and yet couldn't make a decision,” she says.

At the suggestion of a networking consultant she had worked with and trusted, she contacted NetAge Inc., a Cisco Premier Certified Partner and SMB Select Partner headquartered in Jacksonville. (continued on next page)

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## SMB Success Story (continued)

Martino's research had convinced her that Bono's needed an IP telephony solution, and in NetAge she found the technical expertise and the commitment to a partnership she was looking for. A NetAge team met with her for a pre-deployment service phase where they carefully reviewed Bono's business processes in order to come up with exactly the right networking solution.

### Cisco Unified Communications

NetAge recommended not just new phones, but an entire networking solution. Cisco Unified Communications would tie all of the restaurants and the corporate offices together, and Cisco Unified Contact Center would be deployed for catering calls.

"When I was looking at phone system options we were also in the middle of considering moving our corporate office to a larger location," Martino says. "But the Cisco Unified Communications system that NetAge recommended can handle an expanding business without us having to buy more real estate and open a new office."

With Cisco Unified Communications, the catering call center staff would no longer be physically tied to the call center facility. A catering employee, for instance, could log in to the call center from home and a customer calling in would never know that she was not sitting in an office. At the same time, centralizing orders could allow counter workers to focus on serving the patrons in the restaurants. And the workers taking the orders wouldn't have to be in the call center or even in the restaurant; the calls could be taken from anywhere.

Once the proposal was approved, the NetAge team developed a deployment plan. Challenges included connectivity with the service provider and making sure the solution worked cleanly with third-party applications used by Bono's food service providers. The corporate office was the biggest part of the solution, so that was the first to be deployed. NetAge trained Bono's staff on the new equipment, and then moved to each restaurant in the course of six weeks to deploy the solution.

In its next phase, Bono's will integrate the communications system with its point-of-sale system. That way, Martino can log in via a VPN and instantly send out updates, such as a menu or pricing change, with the click of a button.

"Now with our VPN, our Cisco Unified IP Phones, and the whole IP unified communications solution, I feel like we're on top of everything," Martino says. "In the restaurant business you can't work just on the food, you have to work on everything." ■

#### Subscription Information

*SMB Select Partner Insights* is sent free of charge to members of Cisco's SMB Select Partner program. If you wish to add other members of your team to the subscription list, opt out of receiving the newsletter, or change your contact information, please email us at [smbselectpartner@cisco.com](mailto:smbselectpartner@cisco.com).



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### Getting More from Google AdWords

Google AdWords—Google’s pay-per-click advertising program—can be a great source of qualified leads to your website. AdWords advertisements show up on the right-hand side of Google, and the messages are delivered based on the specific search terms the user enters. By purchasing ads based on keywords, you reach customers when they are actively looking for information on your products and services. And you pay only when your ad is clicked.

If only it were that easy. Used incorrectly, Google AdWords can quickly become costly and inefficient. For example, if your ad attracts tire-kickers instead of qualified buyers, you’ll pay for traffic that doesn’t result in sales. Here’s how to get more out of Google AdWords:

#### Set your budget

Don’t bid more than you can afford for a keyword. This may sound obvious, but it may be the most common mistake in AdWords. Determine the value of a visitor to your site; once you know what this is worth, you’ll know what you can afford to pay for each click.

#### Don’t go for the top position

There can be a significant price difference between positions 1, 2 and 3, but there may not be much impact on how often your ad is clicked. For popular searches, users may go several pages deep, so having your ad featured on the much less expensive second or third page can still get you results.

#### Know your customers

Look at your host log files to see what search terms people used to get to your site. It’s often better to bid on highly specific keywords than on general ones, since these specific searches are likely to yield more qualified pros-

pects. For example, the term “small business network security” may yield fewer clicks but better results than simply “security” or “network security.”

#### Opt for exact matches

Google AdWords gives you the option of bidding on broad matching and exact matching keywords. While broad matching may provide a higher click-through rate, you’ll likely be paying for a large number of unqualified leads. With exact matching, your ad only shows up when there’s a precise match.

#### Use negative keywords

Negative keywords keep your ads from showing up in searches that you don’t want, preventing costly wasted clicks. For instance, a search on the term “virus” leads to ads related to spyware and polio. One of those doesn’t fit.

#### Limit geography

AdWords lets you target your ads to specific geographic locations. Region and city-level targeting lets you reach

only those searchers who mention the location in the search or whose IP address identifies their location.

#### Put your keyword in your ad

The keywords that are used to search Google show up in bold print in the search results, including AdWords ads. This can increase the chances of your ad being clicked.

#### Test and retest

Vary your keyword purchases, your rankings and your ad language to see what nets you the best results. Vary your combinations (for example, broad keywords with low ranking) and run split tests of different ads (with different calls to action, for instance) to see what gets the best return.

#### Let Google help

Google’s AdWords pages are filled with advice to help you create a strong campaign. Review their tips, editorial guidelines and Help Center to monitor and improve your performance. ■

**We want your feedback! Email [smbselectpartner@cisco.com](mailto:smbselectpartner@cisco.com) and let us know how we can better support you.**



### Cisco's New Corporate Repositioning Statement

#### Welcome to the Human Network.

On the network, every single person can make a difference. Today, people, and the world-changing technologies that connect them, are improving our everyday experiences—in ways we never imagined.

Because when people connect and collaborate, ideas and opportunities can thrive. The network eradicates boundaries and distances. It propels and expands the reach of our individual efforts and passions—making us more powerful together than we can ever be apart.

The networking technology that Cisco delivers is a platform for opportunity and progress. Our unique approach, balancing innovation with commitment to customer success and social responsibility, provides a rich environment for that progress to flourish.

At Cisco, we hold a fundamental belief that when you connect people, you change things for the better. Whether it's through e-learning or transmitting the entire Library of Congress across the network in seconds, our networking technology has revolutionized not only the way people do things, but who we are. People are more informed, more efficient, and more involved. We design and sell the technology within the network that makes it all happen, quickly and securely. But the lasting value Cisco delivers is Changing the Way We Live, Work, Play and Learn. One human connection at a time. ■

### How Cisco's New Positioning Benefits Channel Partners

In early October, Cisco announced new brand positioning designed to more clearly reveal the role our technology plays in improving people's life experiences. The new branding—which focuses on the “Welcome to the Human Network” tagline—includes a redesigned logo that preserves our heritage while expressing a broader company position and appealing to a wider audience. We're moving Cisco out of the IT closet and onto desktops and into homes.

What does this repositioning mean to our SMB Select channel partners?

Our investment in repositioning ourselves in the marketplace will help increase the relevance of the network to our customers, and in turn create opportunities for growth and differentiation for our channel partners.

Our new corporate positioning is designed to clearly communicate the value of the network as the enabler of life's everyday experiences. This positioning raises the importance of the network, from infrastructure to the platform upon which businesses can drive change and create value for their customers.

By moving to a corporate message that is aimed more broadly at multiple decision makers, as well as more loftily at the idea of changing life's experiences, we intend to raise the profile of the value of an investment in the network. This positioning will lead to increased demand for Cisco Channel Partners who can help customers make these investments.

Over time, the new positioning will make it easier for a partner to visit a customer and sell the value of the network. The intent is to go deeper within our existing customers and more broadly with new customers, reaching new decision makers who play a role in making investment decisions. This, in turn, will mean more potential customers, more pipeline and more business for our channel partners. ■

### Quote Faster and More Accurately with Cisco's Quote Builder Tool

Cisco SMB Select Partners who have voice, wireless or security specializations now have access to Quote Builder, a new solutions quoting application that can simplify the process of building a system quote for deployments of 300 seats and below.

The interactive tool can build a detailed quote that includes products, required modules and software; services defaulted on product selections and install site location; customized leasing options from Cisco Capital (where available); and design documents to aid in the solution's implementation.

Quote Builder is designed to streamline the time and effort it takes for partners to build quotes around Cisco products. Using the tool, accurate quotes can be created in minutes instead of hours. Risks are minimized because the tool automatically validates designs of common deployments. Finally, it provides a complete solution quote that is verified to be orderable.

You can access the Quote Builder tool at: <http://www.cisco.com/go/qb>. ■

## Q&amp;A

**Q:** How should partners integrate Cisco's new logo and brand into their marketing plans?

**A:** *Luanne Tierney, Director, U.S. Channels Marketing, Cisco, offers these suggestions:*

Cisco is currently updating our Channel Partner Program logos to reflect our new corporate image, and they should be available this month. You will receive alerts via the Cisco Customized Partner Intelligence (CPI) Newsletter and Cisco Partner Central headlines when this occurs. We'll also post instruction on the proper usage of the logo to this site.

We would like our partners to use the new logos when you create new, or reorder old, marketing assets. We're not expecting you to adjust existing sales and marketing assets; it's perfectly acceptable to use the old version of the Cisco Partner logo. We expect the old and new logos to co-exist on materials for some time.

*Have a question about how to take greater advantage of the SMB Select Partner program? Send it to [smbselectpartner@cisco.com](mailto:smbselectpartner@cisco.com) and we will try to answer it in an upcoming issue. ■*

*For more information about SMB Select Program benefits, go to [www.cisco.com/go/smbselectportal](http://www.cisco.com/go/smbselectportal).*

## Important Links for SMB Select Partners

From the new quick reference guide to Cisco Channel communications, programs, promotions, tools and resources, here are seven important links to help you cut through the clutter and get the information you need as an SMB Select Partner.

- **SMB Select Partner Program**  
<http://www.cisco.com/go/smbselect>
- **SMB Promotions**  
<http://www.cisco.com/web/partners/sell/promotions/smb.html>
- **Partner Rewards Program**  
<http://www.cisco.com/go/partner-rewards>
- **Cisco Customized Partner Intelligence (CPI) Newsletter**  
<http://www.cisco.com/go/cpi>
- **Campaign Builder**  
<http://www.cisco.com/go/campaignbuilder>
- **Cisco Capital Finance**  
<http://www.cisco.com/go/ciscocapital>
- **Partner Marketing Services**  
<http://www.cisco.com/web/partners/market/index.html#~find> ■

## Upcoming Events for SMB Select Partners

**November 16:** Delivering Customer TLC  
(Cisco Interaction Network)

**December 21:** Protecting Customer Data  
(Cisco Interaction Network)

**January 18:** Optimizing Customer Interactions  
(Cisco Interaction Network)

For more event information, visit the SMB Select web portal at [www.cisco.com/go/smbselectportal](http://www.cisco.com/go/smbselectportal). ■

## About the Program

More than ever, SMB owners understand that investing in networking can increase profitability and productivity, and they turn to their channel partners to help them choose the right solutions. Cisco's SMB Select Partner Program provides marketing resources, demand generation, training and financing programs to help you make the most of these opportunities. ■