

# YOU ARE PRE-APPROVED TO JOIN CISCO'S SMB SELECT PARTNER PROGRAM



I would like to personally invite you to join a new Cisco Channel Partner Program—the SMB Select Partner designation.

The SMB Select Partner designation was created to recognize channel partners who have a focused business practice selling into the small and medium-sized business (SMB) market. Your organization has already been pre-approved to receive this special designation by meeting specific program criteria in the areas of training, sales volume, and sales mix.

Achieving this market-focused designation promotes your organization as one that fully understands and supports networking solutions for small and medium-sized customers--differentiating you from other resellers.

#### **Program Benefits**

Cisco will provide SMB Select Partners with a specially-designed set of dedicated sales and support services and financial incentives. You also will have access to a customized package of SMB-focused marketing and sales resources that are designed to increase sales and enhance customer satisfaction.

Customers will be able to easily identify SMB Select Partners using the [Cisco Partner Locator](#) and you will be able to identify your organization as one that holds this special designation as well. You may use the following verbiage: "XYZ Company is a designated Cisco SMB Select Partner" on your business cards and other marketing materials. You also will receive a special certificate and window decal to display at your office.

Although you are already pre-approved for the SMB Select Partner designation, the enrollment process is not automatic. To join the SMB Select Partner program, you need to complete and submit the Application Request Form at [www.cisco.com/go/smbapplication](http://www.cisco.com/go/smbapplication). Once we receive your application request, we will send you the application form via e-mail. You will need to complete this application form for entry into the program.

Review the program requirements and benefits in detail at [www.cisco.com/go/smbselect](http://www.cisco.com/go/smbselect).

Don't miss this opportunity to be recognized by Cisco and the industry as a channel partner who has a true focus on servicing the small and medium-sized business market. [Send in your application request today.](#)

We look forward to your participation in the SMB Select Partner Program

Good selling,

A handwritten signature in cursive that reads "Charles H. Robbins".

**Chuck Robbins**  
Vice President, U.S. Channels  
Cisco Systems

## **WEB SEMINAR AUGUST 3**

**Learn more about  
how to become an  
SMB Select Partner  
by attending an  
informational Web  
Seminar on Tuesday,  
August 3, at 8 a.m.  
Pacific Time.**

**REGISTER NOW!**

For attending the Web seminar you will receive a complimentary copy of the new book *Power Up Your Small-Medium Business: A Guide to Enabling Network Technologies*, a value of \$40.

