

Introduction to Cisco Renewal Services



Renewals are an invaluable opportunity for partners.

With a timely renewals process you will ensure more predictable recurring revenue, and fully establish your position as integral to your customers' business.

Renewals give you the opportunity to strengthen customer loyalty by helping to keep their business secure and stable, as well as opening revenue-driving conversations around replacements, upgrades, and portfolio gaps.

Your Essential Renewals Checklist

To maximise the benefits of renewals, make sure you fully prepare before engaging with your customers. To help you, we've created an Essential Renewals Checklist below:

THE RENEWALS ADVENTURE!

1 Prepare early

Prepare early

We recommend starting your process at least 90 days in advance of the renewal date.

90 DAYS

2 Identify business opportunities

Identify business opportunities

Contact **Tech Data** and we will help you discover any opportunities within your accounts.

3 Know your customer

Know your customer

Review your customer's business situation.

4 Get the benefits

Get the benefits

Understand the advantages of renewals specific to each of your targeted customers.

5 Prepare the proposal

Prepare the proposal:

Tech Data will help you to prepare a quote that:

- Upsells Cisco services to reduce/eliminate gaps in customer support coverage
- Promotes a Multi-Year Services Contract
- Highlights Cisco Capital as a financing method

6 Objection response

Objection response

Tech Data can also provide handy guides to handling objections and useful responses.

7 Call the customer

Call the customer

Start your engagement process to discuss the proposal.

8 Address and adjust

Address and adjust

Manage objections and adjust the proposal as required.

9 Close the sale!

Close the sale on your renewal contract!

What to do now

Why wait? Contact Tech Data and start benefiting from renewals today.

Contact us on: ukciscoservices@techdata.com