



Accelerate IQ

Sales acceleration initiative designed to support your targeted sales motion.



The need for a new approach to Sales Acceleration

- Cisco's portfolio has expanded rapidly, leaving clients struggling to keep up
- This Lack of understanding, delays sales cycles.
Clients don't buy products they don't understand
- Clients might know the features, but they **need** to understand how the technology works



Accelerate IQ – Leveraging Education to Accelerate Sales

- **Accelerate IQ**, a program designed to accelerate sales thru technical training.
- We develop **custom training solutions** the align with the account team's sales motion.
- Instead of having the training as a post-sales motion, we leverage it **in the pre-sales cycle**.

How It Works

1. Cisco team to select a specific client and a specific technology being positioned
2. Internal meeting between Cisco and Firefly teams to understand the opportunity and client need
3. Firefly will create a custom training plan to support the Cisco team's sales motion
4. Cisco and Firefly to present training plan to the client.

To Cisco



- **Faster Sales Cycles**
Trained clients make quicker purchasing decisions, reducing sales friction and accelerating deal closure.
- **Stronger Competitive Advantage**
Once a client's team is trained on a specific platform, switching to a competitor requires retraining and disrupts day-to-day work which makes clients less inclined to switch.
- **Deployed clients buy more**
When clients get trained during the design phase of the project, technology adoption goes up.

To Client

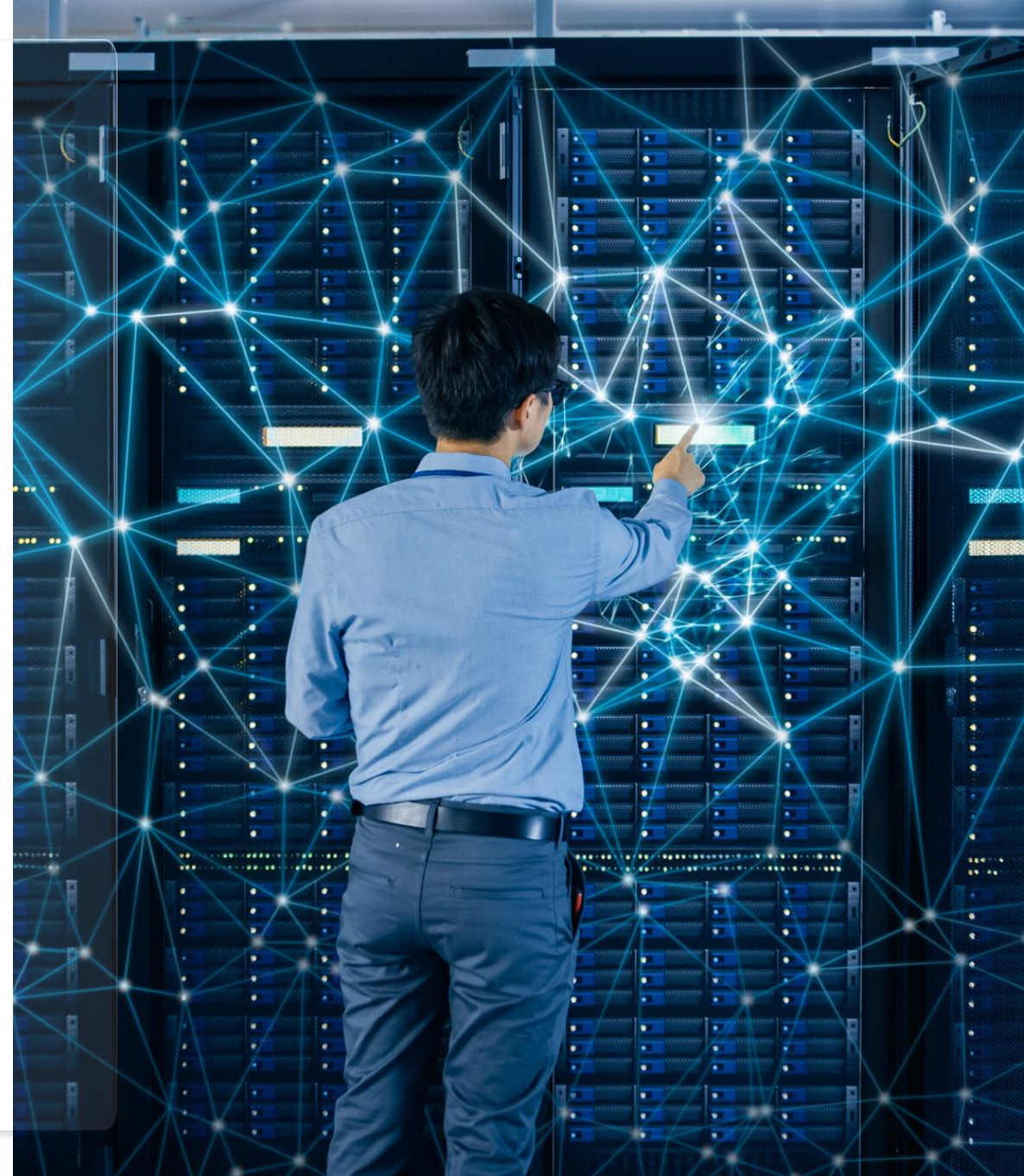


- **Better Decision-Making**
Providing training during the pre-sales helps clients avoid expensive mistakes and rework.
- **Maximized ROI**
Clients can fully utilize the capabilities of their Cisco solutions, ensuring they get the most value from their investment.

Accelerate IQ

Our Engineers Are The Difference

- **Extensive Implementation Experience**
As a Services Partner, our Engineers have a wealth of experience in deploying advanced Cisco technologies for clients across North America and Europe.
- **Practical Knowledge from Real-World Challenges**
Our engineers ensure that training reflects real-world challenges faced in Cisco product implementation and day to day operation.
- **Modular Training for Minimal Disruption**
We deliver training in a structured, 1-day-per-week, 4-hour format, allowing customer teams to upskill without disrupting daily responsibilities.





Thank You for Joining Us!

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