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.
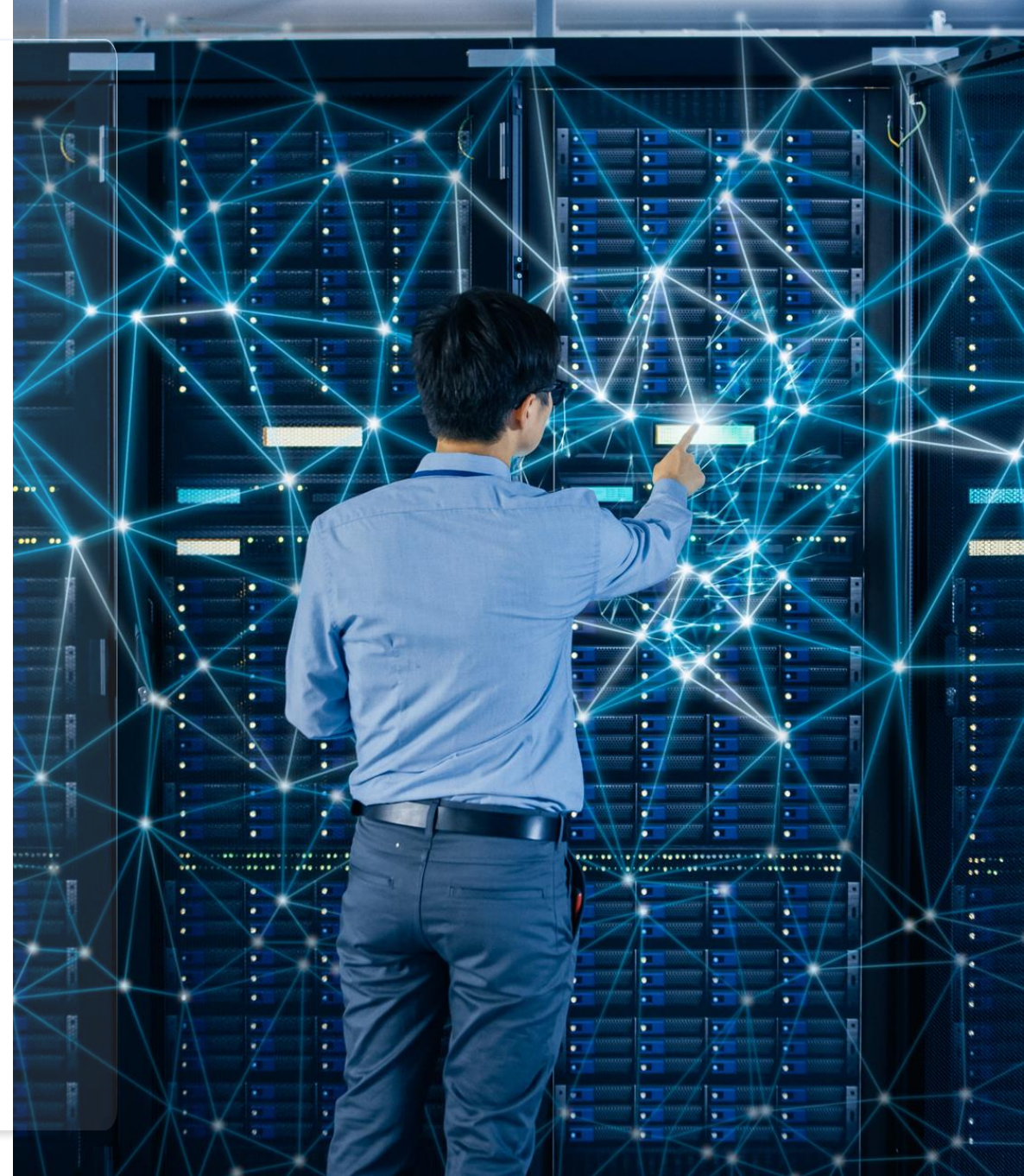
To Client

- **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.