

Cisco Multi-year Service contracts



What's in it for you?

Cisco Multi-year contracts are about adding value – for you and your customers. Here's how:

Partner benefits

- Increase customer loyalty
- Reduce administration costs
- Better manage operating expenses
- Increase revenue opportunities
- Enhance margins

Customer benefits

- Lock in prices
- Receive continuous coverage
- Take advantage of incremental discounts
- Improve cash flow



Increase customer loyalty:

longer commitment and willingness to enter into a multi-year agreement shows trust, and keeps competitors out



Reduce admin and operating expenses:

reduce admin by selling contracts only once; reduce cost and release budget for new business, free resources for existing customers



Increase profit margins:

increase revenue for the same effort and operational expense; achieve services attach and renewal metrics and release higher Cisco rebates



Increase revenue opportunities:

expand the total revenue per customer, up-sell and cross-sell, extend the overall relationship timeline

Boost your profitability

Promotions: get more attractive pricing than renewing single year contracts every year

- **3-5 year contracts** can give you up to **17% incremental discount**
- **5 year contracts** can give you up to **23% incremental discount**

Sell Multi-year Services successfully

The secret to selling **Multi-year Services** is to help your customers think long term:

- **Sell at every opportunity:** at first sale, on uncovered equipment, and at renewal time
- **Prepare** the customer for the larger initial expense: position multi-year as a **fundamental component** of a **complete Cisco solution** rather than an afterthought
- Be ready to **show the details:** show how much they can save with a multi-year agreement and the added benefits of a multi-year agreement
- **Enhance with financing:** Cisco Capital offers **flexible payment schedules** to match cash flow and budget cycles by spreading the cost

Start getting the most of your service agreements, contact us: www.westcon-comstor.com