

*And Make MORE  
Money Than Ever.*

Find Out How To  
Sell the Entire Range  
of Cisco Products and  
Solutions-

**INSIDE:**



**CISCO SYSTEMS**



Cisco Systems, Inc.  
Channel Development  
170 W. Tasman Dr.  
San Jose, CA 95134-1706

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE  
**PAID**  
CISCO SYSTEMS, INC.

*Exclusive Offer For:*



***A 3-Day Interactive Satellite Broadcast***  
**3 DAYS ONLY: NOVEMBER 12, 13 & 14, 1996**



Cisco Training proudly presents

## “Partnering for the Future with End-to-End Solutions”

### Cisco Training Interactive Broadcast Agenda

#### DAY ONE

- Cisco Strategy/ Partnering
- End-to-End Solutions
- Regional Office/Branch Office, SOHO and Dial-Up Access Solutions
- Internet Business Products and Tools
- Cisco Connection On-line
- Close/Summary

3 DAYS ONLY! November 12, 13 & 14, 1996

START TIME: PST 8:30 AM MST 9:30 AM CST 10:30 AM EST 11:30 AM

Duration approx. 7 hours per day. Includes 1 hour for lunch, provided daily by Cisco at the locations below.

#### DAY TWO

- Cisco IOS™ Features and Advantages
- CORE/ATM Backbone Solutions
- Marketing Programs
- Channel Support and Customer Advocacy
- Close/Summary

#### DAY THREE

- SNA Solutions and Legacy Networks
- Network Management
- LAN Switching Solutions
- Advantages of Partnering
- Close/Summary
- Mail-in Certification Test



For the first time ever, Cisco's Product Solution Sales Training is being offered via a special 3-day interactive satellite broadcast in a city near you. This condensed format is tailored to the needs of the sales people and pre-sales engineers of our Enterprise Channel Partners, allowing the opportunity to interact directly with our experts as they cover the following topics:

- The complete range of Cisco product solutions, designed to meet the needs of your customers.
- The end-to-end solutions Cisco offers for Campus, SNA, WAN, LAN, Remote Access, and Internet Solutions.
- The Cisco tools available to help close business and keep you current.
- Live question-and-answer session after each product presentation.

#### Additional Benefits of This Special Satellite Broadcast:

- Enables you to solve a broader range of your customers' problems.
- Provides prerequisite training for Silver and Gold certification.
- Presented locally for your convenience.

#### Who Should Attend:

All sales people and pre-sales engineers who want to learn about the complete range of Cisco products and solutions. This includes those who have previously focused only on a part of Cisco's product line, those new to selling Cisco solutions, and those who want to learn about the latest Cisco product and solution offerings.







## Locations

### ARIZONA

Phoenix

### CALIFORNIA

Fullerton  
Mountain View  
Pleasanton  
Sacramento  
San Diego  
San Francisco  
Van Nuys

### COLORADO

Englewood

### CONNECTICUT

Glastonbury  
Stamford

### FLORIDA

Fort Lauderdale  
Orlando  
Tampa

### GEORGIA

Atlanta

### ILLINOIS

Bloomington  
Naperville (Chicago)

### INDIANA

Indianapolis

### IOWA

Cedar Rapids

### MASSACHUSETTS

Burlington (Boston)

### MARYLAND

Baltimore  
Rockville (Wash DC)

### MICHIGAN

Novi

### MINNESOTA

St. Paul

### MISSOURI

Kansas City  
St. Louis

### NEBRASKA

Omaha

### NEW JERSEY

Paramus

### NEW MEXICO

Albuquerque

### NEW YORK

Albany  
Manhattan  
Rochester

### N. CAROLINA

Charlotte  
Raleigh

### OHIO

Cincinnati  
Cleveland  
Columbus

### OKLAHOMA

Oklahoma City  
Tulsa

### OREGON

Portland

### PENNSYLVANIA

Chesterbrook  
Pittsburgh

### TEXAS

Houston  
Richardson (Dallas)

### UTAH

Salt Lake City

### VIRGINIA

Richmond

### WASHINGTON

Bellevue

### CANADA

Edmonton, ALB  
Montreal, QUE  
Ottawa, ONT  
Toronto, ONT  
Vancouver, BC  
Winnipeg, MAN



## 4 Ways to Register

**Phone:** 1-800-268-6447 - Ask for Department HS10

**Web:** <http://cisco.pst.dbmgroup.com>

**E-mail:** [cisco-pst@sv.poppe.com](mailto:cisco-pst@sv.poppe.com)

**Fax:** 415-943-4090

### REGISTER SOON

**Registration Closes November 8th. This Event Will Sell Out!  
Reserve Your Place Now!**

Within 24 hours after you register, you'll receive a confirmation

letter with your registration ID#, the site address and directions. To ensure admittance into the broadcast, please bring your confirmation letter with ID#.

### 3-DAY TRAINING COSTS

The cost for three full days of this locally-delivered training is only \$500 per attendee - a significant savings over the cost of travel to Cisco in San Jose and the five-day stay for the normal product sales training class.



## Registration Fax Form

Pick one:  OEM  Reseller  System Integrator  TELCO  VAR  Other \_\_\_\_\_

YES! I want to attend the Cisco Product Solution Sales Training on November 12, 13 and 14, 1996.  
Cost: \$500 per attendee.

### METHOD OF PAYMENT

Credit Card

Please charge my:  VISA  MasterCard  American Express

\_\_\_\_\_ Card Number \_\_\_/\_\_\_ Expiration Date

Company Purchase Order

Company P.O. # \_\_\_\_\_ Company Name \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

City of attendance (See list above) \_\_\_\_\_

Who is your Cisco contact? \_\_\_\_\_

