

SLED

Accelerator

Our mission is to accelerate SLED territory sales and develop pipeline by aligning Cisco territory field resources with partners who can deliver on market demands. By focusing on the relationship between the partner and the Cisco field sales organization, we can help expand net new opportunities and grow within the existing customer base. Our supporting enablement resources and business intelligence prepare the partner to maximize the relationship.

Cisco Geographic Territory Account Manager and Partner Relationship Building

We pursue growth in these two areas:

Net-New Customers

- Market intelligence and lead gen, which leads to whitespace analysis
- Account Planning and targeting
- Marketing support layered on these targeted customers and supporting enablement to explore funding possibilities to generate pipeline

Base Expansion of Existing Customers

- We use business intelligence and showcase Cisco data analysis tools that will allow the partner to identify renewal, refresh, and expansion opportunities
- Cross-Sell Opportunity Discovery to grow your footprint within your customers
- Life Cycle Customer Analysis to protect your base

The SLED Accelerator program provides critical information for growth:



Whitespace analysis layered with TD SYNnex insights



Shared targeting of key net-new customers between the partner, Cisco, and TD SYNnex



Layered with **marketing support** as well as contract and funding opportunities

What is CISCO SLED Territory and Why Is It Important?

Territory Level End Customers are the focus of the TD SYNnex SLED Accelerator. Cisco SLED territory level customers are defined as local governments of 100,000 citizens or less and school districts with a student population of 10,000 or less.

Projected Territory level bookings over

\$500M
IN 2023

4 YEARS

of double digit growth

Supporting Enablement

To aide our partners, we review their level of familiarity in the following areas: Contracts, E-Rate, Funding, Grants, Certification Reviews, Solutions Based Training, BANT Leads, and EA Capability.

How to Enroll

This program is exclusive and partners are nominated by showing experience with existing SLED accounts and a desire to grow. For more information about the how TD SYNnex's SLED Accelerator can help your business grow, contact your dedicated TD SYNnex Cisco representative to schedule a consultation.