



## *Cotoco Performance Toolkit promotes \$million sales growth at Cisco*

### Background

Cisco was founded by a small group of computer scientists from Stanford University in 1984. By late March 2000, at the height of the dot-com boom, it had become the most valuable company in the world. Headquartered in San Jose, California, it delivers networking and communications technologies and is still one of the world's most successful companies.

One of these technologies, storage networking (SN), is a specific network architecture aimed at large enterprises. It allows remote storage devices to be accessed as if they were locally connected, enabling simplified storage management and greatly improved storage capacity utilisation across the enterprise.

### Challenge

Cisco wanted to overcome two particularly challenging circumstances when it first launched its SN portfolio. Many of the sales force perceived the topic of storage networking as too complex, making it hard for them to engage with clients.

Some clients already had solutions from other suppliers and couldn't see any reason to switch allegiance. This was in spite of the benefits offered by Cisco's SN solution of reduced costs, increased agility and improved remote file management and backup.

So, although Cisco's storage network products were world-class, they found it difficult to establish a solid foothold in the market.

### Solution – Cotoco Performance Toolkit for the Enterprise

Cisco considered several ways of tackling these challenges before engaging Cotoco.

They decided that they actually wanted to reduce the number of days front-line staff spent away from the field for training activities, so traditional face-to-face training was not a viable option for them. They also felt that e-learning could not contribute in this instance because they wanted a solution with a broader scope and more immediate impact.

### Key results

- \$2.5M sold and \$10M in pipeline within 6 months in MEA
- 30% increase in sales in the UK
- Sales stimulated in countries with prior poor results
- Cotoco Performance Toolkit highly appreciated by users
- Complex concepts understood in minutes
- Confidence and

*Cotoco's unique framework delivers increased win rates and shortened sales cycles, underpinned by the world's largest research programme into top performing behaviours.*



*"This is the best sales toolkit that we have, by far."*

Marcus Chambers,  
Operations Director,  
Cisco Storage

### Cotoco's impact

Cotoco has pioneered and refined a unique way of empowering companies to put winning behaviours into practice.

- Increased win rates
- Shortened sales cycles
- Less time out of the field

Our award-winning technology is used by thousands of employees throughout the world.

### Contact us

Raise your game!

+44 (0) 2380 689610 or  
[sales@cotoco.com](mailto:sales@cotoco.com)

### Solution (cont)

A Performance Toolkit from Cotoco was therefore the ideal solution.

The Storage Networking toolkit was planned, built and delivered within a 2 month timeframe. It equips Cisco's global sales team to influence clients so that Cisco becomes their storage networking supplier of choice. One of the ways it achieves this is by focusing on the client's business drivers and then matching these with Cisco's superiority in designing and providing solutions. Crucially, it explains these complex solutions clearly and succinctly.

### Results

Results for the Storage Networking Performance Toolkit were phenomenal. In 6 months, Cisco closed deals in Asia-Pacific worth \$2.5M and created a pipeline of \$10M. Cisco performed a comprehensive study six months after launch to assess its utilisation and, more importantly, the overall business impact.

Here are some extracts from the responses returned by front-line staff using the toolkit:

"Sales are up about 30% because of the SN toolkit; more AMs [Account Managers] are now selling SN than otherwise would have."

"Before the toolkit came along not one AM wanted to sell SN... The AMs are now going out and selling SN actively."

"Demonstrates a real strategy to protect market share and increase customer control."

"Well designed, well structured and wonderful for interfacing with the customer."

"Excellent for refreshing my mind prior to key meetings."

"I can dip into the toolkit where and when I want; especially just prior to seeing a customer. I don't have to be in a place where I can get online."

"It's very professional, easy to use and navigate."

Cotoco has now designed and developed variants of their solution for 8 of Cisco's major technology families. They are currently helping sales staff generate profitable revenues in over 100 countries.