

CISCO

“SHARE YOUR STORY”

GUIDELINES

(Remember, winning stories get a \$30K marketing package.)

Cisco and Ingram Micro love hearing about your successes with end-user customers. Once you've submitted your information online to share your story, an Ingram Micro Cisco rep will set up time to discuss it.

These stories are about ...

- Cisco partners who've experienced success with their end-user customers, stemming from their partnership with Cisco and Ingram Micro.

Themes we love (yours doesn't need them all) ...

- Human, humanitarian
- Emotive, compelling
- Prosperity, success
- Problem-solving, overcoming challenges
- Solutions that make doing business easier
- Winning results for both you and your customer
- Growing your and your customer's businesses

Questions you may be asked about your story ...

- Describe your business.
- Describe your end-user customer's business.
- What challenges did your customer have before you helped?
- What Cisco solution did you recommend and why?
- What was deployment like? What did your customer think?
- What were the results?
- Are there any basic metrics that can be shared?
(For example, ABC company grew its business by 20% after deploying the Cisco solution.)
- How has this deal positively impacted you as a Cisco/Ingram Micro partner?

Good luck. We'll contact you within 2 business days after you sign up online to share your story.