

## Top 10 Sales Best Practices

[1-Click Tool Watchlist](#)

1

Engage the Cisco Refresh team early in the sales process. We can assist you with resources, positioning, and other tools, including sales team members to help present the value of Refresh to the customer.

2

Contact Cisco Refresh if you don't see inventory using the [1-Click Tool](#), or it's not in the quantities you need. Thousands of products may not be shown due to work-in-process.

3

Work with your customers to develop a demand forecast to help us proactively source product and minimize availability issues.

4

Combine new product with Cisco Refresh to expand customer options within a fixed budget.

5

For those instances when the customer is only interested in the lowest price possible and is brand-insensitive, you can offer the end-of-sale equivalent version of the product if it meets the customer's technology requirements.

6

Sign up for inventory and pricing alerts via the [1-Click Tool Watchlist](#) on the Cisco Refresh web portal. This will let you learn of any inventory and pricing changes via e-mail.

7

Engage the [Cisco Brand Protection team](#) if you suspect that you are competing against unauthorized resellers to help with resources, strategies, positioning, and tools.

8

Lower total cost of ownership, improve cash flow, and align cost to use with a financial solution from [Cisco Capital](#).

9

Show how Cisco Refresh supports companies to help them become more environmentally friendly.

10

Suggest Cisco Refresh for XaaS business models, offering stable and reliable services at a cost-effective price point for their customer SLAs.