

Cisco Enterprise Agreement

Growth Enablement Program

Grow Customer Value with Cisco Enterprise Agreements

As organizations increasingly adopt Cisco solutions across security, networking, and cloud, [Enterprise Agreements offer partners a powerful way to consolidate opportunities, increase deal value, and create predictable recurring revenue](#). Partners who know how to identify and position EAs early in the sales cycle can unlock significantly larger and more strategic engagements.

The **Cisco Enterprise Agreement Growth Program** is designed to help partners identify, position, and expand Cisco Enterprise Agreements within their customer base. Through targeted enablement sessions and practical sales frameworks, partners will learn how to recognize EA opportunities, convert transactional deals into strategic agreements, and drive long-term recurring revenue.

This program provides partners with the tools and guidance needed to confidently engage customers around Enterprise Agreements and maximize the value of Cisco architecture portfolios.

Whether you are introducing Enterprise Agreements for the first time or looking to expand existing ones, this program will help you **accelerate growth and strengthen customer relationships**.

Why Join?



Increase Deal Size

Enterprise Agreements enable partners to consolidate multiple solutions into a strategic customer agreement, increasing deal value and predictability.



Drive Recurring Revenue

EA models support long-term customer engagement and recurring revenue opportunities.



Simplify Customer Buying

Enterprise Agreements provide customers with predictable pricing, simplified procurement, and flexibility across Cisco architectures.



Strengthen Strategic Engagement

Position yourself as a trusted advisor by helping customers adopt a long-term technology strategy rather than individual transactions.

Featured Sessions

How to Position and Sell Cisco Enterprise Agreements

Learn how to identify EA-ready customers and position Enterprise Agreements as a strategic buying model. This session will cover key qualification signals, when to introduce EAs in the sales cycle, and how to frame the value of a long-term agreement across Cisco architectures.

Driving Growth Through EA Expansion

Discover how to expand existing Enterprise Agreements by identifying new opportunities across security, networking, AI, and cloud solutions. Learn strategies to increase deal value, strengthen customer relationships, and maximize the long-term potential of EA engagements.

Program Outcomes

By participating in this program, partners will gain:

- ✓ A clear framework for identifying EA-ready opportunities
- ✓ A structured approach to expanding Enterprise Agreements
- ✓ Practical messaging to position Cisco architectures in EA conversations
- ✓ Guidance on activating Cisco programs that support EA growth

Sessions Calendar

Cisco Enterprise Agreement Growth Enablement Program

MARCH 2026

How to Position and Sell Cisco Enterprise Agreements | 03/25/2026 | 12 p.m. – 1 p.m. ET

APRIL 2026

Driving Growth Through EA Expansion
04/01/2026 | 2 p.m. – 3 p.m. ET

How to Position and Sell Cisco Enterprise Agreements
04/22/2026 | 12 p.m. – 1 p.m. ET

Driving Growth Through EA Expansion
04/29/2026 | 2 p.m. – 3 p.m. ET

MAY 2026

How to Position and Sell Cisco Enterprise Agreements
05/11/2026 | 12 p.m. – 1 p.m. ET

Driving Growth Through EA Expansion
05/20/2026 | 12 p.m. – 1 p.m. ET

How to Position and Sell Cisco Enterprise Agreements
05/27/2026 | 12 p.m. – 1 p.m. ET

Ready to Accelerate Your Cisco EA Growth?

[SIGN UP NOW](#)

