



IBM SMB Lotus Business Partner Sales Academy

8:30 a.m. (Registration)
9:00 a.m. - 5:00 p.m. (or 17:00)

Dear IBM Business Partner;

The opportunity in the collaboration and portal marketplace is large and growing at a fast rate. The SMB space continues to expand faster than large enterprise and customers are looking for new ways to empower their employees to drive top-line revenue and growth. We want to help you participate in that growth by teaming with us to address SMB customer pains with the industry's best and most innovative offerings! You are invited to join us for the IBM® Lotus® Business Partner Sales Academy. During this intensive one-day seminar we will share with you our strategy, including education on our latest offerings in the collaboration marketplace and provide you with sales education and techniques that can help you succeed in this lucrative market. We will position the Lotus strategy and offerings vs. the competition to help you defend existing accounts and win new business

YOU CAN EXPECT TO WALK AWAY WITH...

- A view of the Lotus strategy and offerings
- An increased knowledge of how to drive revenue with the Lotus and IBM WebSphere Portal® portfolio, including Lotus Foundations and other exciting new and updating offerings.
- Better linkages with IBM Sellers in your area
- A greater understanding of how to sell our new products and offerings
- How to market with IBM and outclass the competition
- Sales and marketing tools that you can use to drive more business
- Awareness of NEW product announcements and sales opportunities

WHO SHOULD ATTEND:

COMPANIES: Resellers, Systems Integrators, VARs, VADs, Solution Providers, ISVs
AFFILIATIONS: Current Lotus, WebSphere, and other IBM Business Partners, as well as companies who have no current partnership with IBM
POSITIONS: Top Executives, including Marketing and Sales Leaders

A special welcome to partners of Net Integrations - come learn about the exciting future with Lotus Foundations and the broader opportunity with IBM Software.

Don't miss this great opportunity to learn how to increase your revenue by investing in these IBM offerings. We look forward to seeing you there!

Register today!!