

Strategic Sales Program

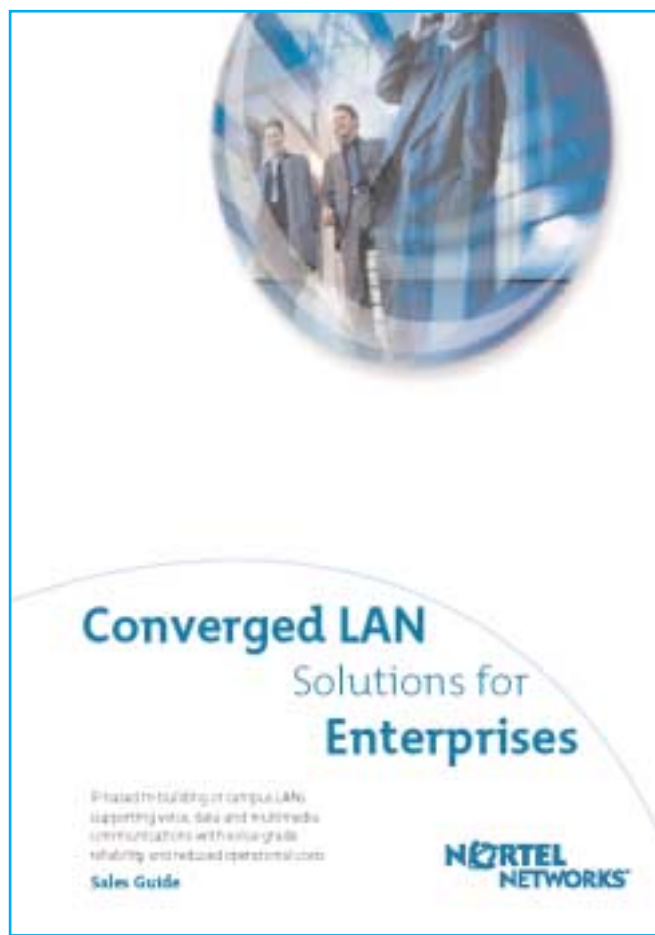
Client testimonial - Nortel Networks

Nortel's challenge

At Nortel Networks we are continually seeking new and innovative ways to bring our sales and marketing messages to the market. This is particularly important in the changing world of Enterprise, where customers are often confused and unsure about the plethora of new technologies and products available. It is important in such an environment to clarify your offerings, clearly establish the customer benefits of your products and ensure that all people involved in the selling process are able to articulate the competitive advantage of your solutions.

Action

To this end, at Nortel Networks we have embarked on a new approach to briefing our salesforce worldwide, providing them with focused and



"From our experience of working with Solutions for Sales, the provider of the Strategic Sales Program from which our Sales Guides are derived, I would strongly recommend that you consider adopting a similar approach. As a key partner of Nortel Networks, I believe it is important for you to understand the new way we are approaching the market and that you are able to mirror our key messages in sales material of your own" Peter Finter, VP Enterprise Solutions, Nortel Networks

concise Sales Guides that will enable them to open up and close more opportunities. The guide is different from what we have done before, because it concentrates on our customers' business issues and explains succinctly how Nortel Networks products and services will bring immediate and longer-term benefits to them. Our first guide is on the subject of the Converged LAN, a key Nortel Networks offering into the Enterprise market.

Peter Finter, VP Enterprise Solutions, Nortel Networks