



Channel Partner Training Calendar

Summer 2009

June 2009

Wed	Thur
10 Giving the Blended MPLS Pitch	11 Giving the Internet Pitch
17 Telling the New Edge Story	18 Selling into the Retail Vertical
24 Listen in: Customer Portal Demo	25 Successful Partnerships with New Edge

July 2009

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8 Giving the Internet Pitch	9 Giving the Blended MPLS Pitch
15 Selling into the Retail Vertical	16 Telling the New Edge Story
22 Successful Partnerships with New Edge	23 Listen in: Customer Portal Demo

[Giving the Sales Pitch: Blended MPLS Networks:](#) Join us for a 30-minute session on how to use our latest selling tools. We'll go over examples of an MPLS PowerPoint slide show, call script, and ROI calendar. We'll also show you how to get to a formal proposal quickly.

[Giving the Sales Pitch: Internet Access:](#) Internet may be a commodity, but there are differentiators beyond price. Learn how customers benefit when you position New Edge in your multi-site Internet access opportunities.

[Telling the New Edge Story:](#) Did you know that New Edge is the business-services arm of EarthLink, or that we have the largest DSL footprint in the country? Learn what New Edge can offer your customers and how to position this value with your prospects.

[Selling into the Retail Vertical:](#) With pressure building to cut costs, America's retailers are shopping for a better ROI for their data network. Nearly 400 retailers trust New Edge to build and manage their networks because we have the right products: low-cost DSL access to MPLS, wireless EVDO access for kiosks and quick-turnaround store openings, and direct connections to credit card processors. Learn how to win more retail business!

[Listen in on a Customer Portal Demo:](#) New Edge's award-winning customer portal, MyEdge, gives us a competitive edge in many deals. Listen in on a mock customer demo of the portal and Managed Network Services to learn how to use these demos and tools to close more business.

[Successful Partnerships with New Edge:](#) Learn about the sales tools we provide to help you be a successful New Edge partner. We'll have tips from channel managers, coaching on the Partner Portal, and a review of New Edge's products and value propositions.

All trainings begin at 12:00 PM Central Time
(1:00 PM Eastern, 11:00 AM Mountain, 10:00 AM Pacific)