

# CUSTOMIZED SALES COLLATERAL

## Nitel Partner Accelerator Program

Everyone who's ever sold anything has heard the line, "Can you send me some more information?" Whether the customer plans to pore over every word, pass it to a colleague or just add it to a file, a well-designed sell sheet can bring a sense of legitimacy and formality to your sales process.

### / THE PROBLEM WITH CO-BRANDED COLLATERAL

Typically, when a carrier offers to provide co-branded sales collateral to partners, you'll get something that looks, feels and smells like the carrier with a small area in the corner carved out for your logo. In other words, it's meant to promote the carrier, not you.

In your efforts to position yourself as a neutral advisor, something that screams one carrier or another doesn't help.

### / SELL YOURSELF, NOT YOUR CARRIERS

As a member of the Nitel Partner Accelerator Program, you'll finally be able to leverage sales collateral that promotes you and your brand without looking like a shill for your carrier partners. Our templates are designed to highlight product and service benefits in a design that is customized for your brand.

### / CUSTOMIZED TO DELIVER RESULTS

We'll customize key collateral pieces to reflect your colors, logo and contact information. Customers will be impressed by the professional appearance of your sales materials and, more importantly, your refreshing approach to delivering the solutions they need to move their business forward.

### / IT'S HANDS-OFF FOR YOU

Like all Partner Accelerator Program activities, customizing collateral is a hands-off process for you. No complicated portals, no graphic design degree necessary. Our marketing pros will obtain the necessary assets from you—a logo, contact information, preferred colors—and create spectacular looking sales collateral for you to share with your customers. You'll receive simple pdf files that you can email or send to any printer.