

# Get

## Introducing... CSP Certification Program

Presented by:

PHONET+

cspnetwork

IPX CONNECT  
Powering Smarter  
Data Strategies™

telecom solution center

If you are an agent, VAR, interconnect, integrator or consultant, the certification program is for you. Speed your transformation into a converged solutions provider. **Sign Up Today!**

- **SHOW!**

Attend Classes Online

- **PLACE!**

Earn Certification of New Skills

- **WIN!**

Close More Business

### Why Partners Should Get Certified:

- Differentiate yourself in the market.
- Validate your position, skill set and credibility within your organization.
- Keep yourself up-to-date on complex and fast-moving technology.
- Position yourself as an elite player in the field of telecom management.
- Benefit your organization with your increased knowledge and skill set.
- Earn more because you are closing more business.
- Learn new skills from the experts.



### Why Vendors Should Endorse CSP Certification Training:

- Increase your partners' value — 20% of partners do most of the selling; training increases the value of the other 80%.
- Improve the credibility of your sales force among customers by using trained and certified representatives.
- Attract and retain top-producing partners.
- Increase performance from your representatives and your bottom line.
- Build a stronger foundation that can set your company up for a more solid and consistent future.

[www.cspcertified.com](http://www.cspcertified.com)

# CSP CERTIFICATION PROGRAM

Presented by PHONE+ and CSP Network in concert with leading training companies IPx Connect and Telecom Solutions Center, this Web-based training program will give you essential skills in three critical areas:

- Technology
- Telemanagement
- Sales

Each track includes instructor-led online training modules and course materials offering basic to advanced skills designed to outfit channel partners with the information they need to be more productive and successful in the field.

Each 90-minute course is followed with a test to ensure that participants have mastered the subject matter, giving them confidence in their new skill set and moving them one step closer to full certification at the chosen level.

Passing scores on six courses, outlined at right, are required to earn CSP Certification.

From there, channel partners can move to more advanced skills in a given specialty by taking all the modules in a given track.

- Pass all courses in the Sales Track to become a CSP Specialist in Sales.
- Pass all courses in the Technology Track to become a CSP Specialist in Technology.
- Pass all courses in the Telemanagement Track to become a CSP Specialist in Telemanagement.

CSP Expert Certification is granted to channel partners passing all 18 courses.

## THERE'S MORE...

Continuing education opportunities will be presented at every Channel Partners Conference & Expo event.



## PRESENTER PROFILES



Presented by PHONE+, CSP Network is an online resource and community for Converged Solutions Providers. CSP Network supports agents, VARs, interconnects, systems integrators and consultants transforming their businesses to serve the converged communications marketplace. News, how-to articles, actionable tips, vendor programs, training, certification and other resources are available by joining the CSP Network. Membership is free.

### Benefits include:

- Unlimited password-protected access to CSP Network for one year
- Weekly CSP Network News e-mail newsletter
- Complimentary subscription to PHONE+

Qualified solutions providers can sign up at [www.csp-network.com](http://www.csp-network.com).



**IPx Connect** provides companies with business solutions through cutting-edge, interactive conferencing and training products. Its IPNexus, IPVideo Platform and Audio Conferencing solutions will immediately enhance the way you do business. Whether you want the capability of sharing any application across the Internet or select their multimedia and collaboration package, IPx Connect solutions will help you sell, train, and present more effectively.



**Telecom Solution Center** and its subsidiaries — Teledge Group ([www.teledggroup.com](http://www.teledggroup.com)), TeleManage Training ([www.telemangetraining.com](http://www.telemangetraining.com)) and the Association of Telecom Management Professionals ([www.aotmp.com](http://www.aotmp.com)) — are leaders in setting the standards for telecom management through information, education and knowledge, trusted by global organizations and small businesses alike.

Telecom professionals rely on TSC's best practices and proven methodologies gained over the last 16 years to improve their telecom environments and dramatically increase their efficiency. TSC's telecom service inventories, eLearning and training workshops, telecom knowledge base, certification programs and membership organization give telecom professionals the information they need to advance their organizations and careers.

# CSP CERTIFICATION PROGRAM MODULES

## Take these six courses to earn your CSP Certification!

### **SALES TRACK: Module A1: Seven Attributes of Successful People**

Learn the critical attributes of successful people and how to incorporate them into your life. Encompassing these seven attributes feeds into the way you act as an individual and as a professional. These key characteristics will fuel your ability to increase sales and obtain peak performance.

### **SALES TRACK: Module A2: Seven Proven Methods of Prospecting**

By incorporating the Seven Proven Methods of Prospecting into your daily activities, you will ensure a minimum of 60 percent to 70 percent close ratio. These methods will increase your profitability, give you a competitive advantage and provide unlimited opportunities to create recurring revenue.

### **TECHNOLOGY TRACK: Module B1: Voice and Data Technology Essentials**

This session focuses on voice and data network and technology concepts. A true understanding of these elements will ensure you can promote any telecom-related product.

### **TECHNOLOGY TRACK: Module B2: Convergence Technologies Essentials**

This module offers an overview and understanding of core methods of delivery, integration and real-world applications. You will learn how to apply them in business applications to achieve business objectives and how to solution-sell them to IT and CxO management.

### **TELEMANAGEMENT TRACK: Module C1: Carrier Components**

With better understanding of vendor elements that are delivered to the end user, you will become more comfortable interfacing with clients and helping them to better understand those components. You will be able to provide more value to the customer if you can assist them in understanding these components.

### **TELEMANAGEMENT TRACK: Module C2: Buyer's Advocacy**

This session will give you a much clearer understanding of the end users' environments and requirements. With an understanding of the daily issues they face and their decision-making processes you can gain a rapport with the client and ensure a faster close to the sale.



## CONTINUING EDUCATION COMING SOON

**BECOME A CSP SPECIALIST BY TAKING THE REMAINING MODULES IN A TRACK**

**OR**

**BECOME A CSP EXPERT BY TAKING ALL 18 MODULES**

**SALES TRACK: Module A3:  
Defining the Sales Process**

**TECHNOLOGY TRACK: Module B3:  
Convergence Technologies Protocols**

**TELEMANAGEMENT TRACK: Module C3:  
Auditing Telecommunication Invoices**

**SALES TRACK: Module A4:  
How to Market Yourself & Your Company**

**TECHNOLOGY TRACK: Module B4:  
Transmission Technologies for Voice, Data & Video**

**TELEMANAGEMENT TRACK: Module C4:  
The Customer's Service Inventory**

**SALES TRACK: Module A5:  
How to Manage the Sales Funnel**

**TECHNOLOGY TRACK: Module B5:  
VoIP Technologies & Services**

**TELEMANAGEMENT TRACK: Module C5:  
Telecom Usage Policies**

**SALES TRACK: Module A6:  
Negotiating & Managing the Close**

**TECHNOLOGY TRACK: Module B6:  
Voice over IP - Assessment, Planning & Design**

**TELEMANAGEMENT TRACK: Module C6:  
Telecom Taxes, Surcharges & Fees**



# Register now!!

Get 6 Sessions for \$99 each.  
That's \$50 off the regular session price of \$149.

## You save \$300!



This Special Channel Partners Conference & Expo promotional rate is good through the show and for the next 60 days! Plus, you get flexible payment options: Class fees can be debited each month or paid all at once. It's your choice.

### NEW ACCELERATED CLASS SCHEDULE — Get certified in as few as 3 months!

Please select the class time you wish to attend.

*Note: All times are Eastern Time.*

#### ROTATION ONE

- A1: Sales Track — Seven Attributes of Successful People**  
Tuesday, Oct. 11, 3 - 4:30 p.m.
- A2: Sales Track — Seven Proven Methods of Prospecting**  
Friday, Oct. 28, 11 a.m. - 12:30 p.m.
- B1: Technology Track — Voice and Data Technology Essentials**  
Monday, Nov. 7, 3 - 4:30 p.m.
- B2: Technology Track — Convergence Technologies Essentials**  
Friday, Nov. 22, 11 a.m. - 12:30 p.m.
- C1: Telemanagement Track — Carrier Components**  
Tuesday, Dec. 6, 3 - 4:30 p.m.
- C2: Telemanagement Track — Buyer's Advocacy**  
Friday, Dec. 16, 11 a.m. - 12:30 p.m.

#### ROTATION TWO

- A1: Sales Track — Seven Attributes of Successful People**  
Tuesday, Jan. 10, 3 - 4:30 p.m.
- A2: Sales Track — Seven Proven Methods of Prospecting**  
Friday, Jan. 20, 11 a.m. - 12:30 p.m.
- B1: Technology Track — Voice and Data Technology Essentials**  
Friday, Feb. 3, 11 a.m. - 12:30 p.m.
- B2: Technology Track — Convergence Technologies Essentials**  
Friday, Feb. 21, 3 - 4:30 p.m.
- C1: Telemanagement Track — Carrier Components**  
Tuesday, March 14, 3 - 4:30 p.m.
- C2: Telemanagement Track — Buyer's Advocacy**  
Friday, March 24, 11 a.m. - 12:30 p.m.

### REGISTRATION FORM

Please complete one registration form per person. Fax completed form to: +1 858 626 2268

Company Name: \_\_\_\_\_

Name: \_\_\_\_\_ Title (required): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax\*: \_\_\_\_\_

E-mail Address\*: \_\_\_\_\_

\* By providing your fax number(s) and e-mail addresses, you and your company agree to receive facsimile and e-mail advertisements from Virgo Publishing, IPx Connect and Telecom Solutions Center  
Signature (required) \_\_\_\_\_

### METHOD OF PAYMENT

Total:  6 Sessions x \$99 each = \$ 594      OR       Please debit my credit card \$198 each month for 3 months beginning first class date \_\_\_\_\_

Check # \_\_\_\_\_  Visa     MasterCard     AMEX

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

(Please print)

**Cancellation policy:** A full refund or credit will be issued for cancellations made with 72 hours advance written notice. Cancellations made less than 72 hours before scheduled class time will be charged 20 percent of the class fee. Written notice should be e-mailed to [csregistration@vpico.com](mailto:csregistration@vpico.com).

**YOU CAN ALSO REGISTER ONLINE AT [WWW.CSPCERTIFIED.COM](http://WWW.CSPCERTIFIED.COM)**