

NEWS RELEASE

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Channel Partners to benefit from solution selling training

St Albans, UK, 29 July 2009: ICON the ICT convergence distributor is to offer no cost solution selling training to its Wave IP Channel Partners.

Developed from a global programme run by Vertical Communications to strengthen the Wave IP-PBX channel solution selling skills the ICON Solution Selling sales course is aimed at Channel Partner who wants to extend or update their sales skills.

ICON has made a significant investment in building its channel training skills. Mark Shane, sales manager, and Richard Salvage, northern account manager, attended an intensive 4 day course in Munich, Germany. Run by Vertical Communications the course taught the skills of solution selling. Students were examined by assignment and a final examination. Mark and Richard are now registered as Sales Champions and able to pass on this learning on to Channel Partners.

Mark Shane commented,

“This was a very demanding and intensive course. It was a bit like being back at school, even our time and attendance was monitored. There was a lot of learning but one of the most useful aspects of the course was working with distributors from across Europe. This really brings home to you the global nature and success of the Wave IP-PBX solutions from Vertical. Richard and I now need to distil what we learnt at Munich into a hands on practical learning experience for our UK Wave IP Channel Partners.”

The techniques taught on the ICON Solution Selling course can be applied to any of the new convergence and unified solutions being sold today. Mark said,

“Most convergence and unified products launched into the market are sophisticated solution based products. Selling these needs a new approach. Manufacturers and larger resellers have the resources to train their sales staff in solution selling. ICON wants to make sure that resellers who do not have the resources to run their own in-house sales training skills course don't loose out when selling and taking on the new technologies. “

The ICON solution selling course will be provided at no cost to qualified Channel Partners.
Mark Shane said

“The UK course will not be like the Munich experience. For a start it will be tailored around the work load of the busy Channel Partner. The aim will be to make it an easy and friendly learning experience. This course is a part of the Wave Channel Partner programme. At the end of the course the Channel Partner will have the tools and understanding to be able to sell the Wave IP-PBX solution and any other new technology solution. Our aim is to make it easy for the Channel Partner to take on this exciting product and start to win sales from day one.”

For more information

Contact : info@icon-plc.co.uk

Visit : www.icon-plc.co.uk

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About ICON

“Independent Computer Owners Network PLC” has more than 15 years experience of supplying and supporting communications based IT applications. Today it is a leading UK distributor of Vertical IP-PBX solutions, Polycom KIRK DECT mobility solutions, TalkSwitch a small business analogue/IP- PBX, the unified messaging solution from MESSAGEmanager and uMobility the fixed mobile convergence solution for large and small business.

ICON covers England, Scotland, Wales, and N Ireland through a network of dealers. It has helped its dealers provide converged IT and communications solutions into many of the UK’s best known FTSE companies. For more information visit the icon web site www.icon-plc.co.uk.