

## Cellnet goes for growth with education and teaming support



Cellnet may be one of Australia's leading IBM distributors, but that's only for starters. With a new managing director, new business opportunities to pursue, and new people focused on expanding sales, the company is geared for aggressive growth. To ramp up knowledge and connect its employees with the IBM community, Cellnet relies on IBM PartnerWorld's Know Your IBM (KYI) offering.

Know Your IBM is a global, interactive, permission-based offering designed to heighten and reward competency to sell targeted IBM solutions and brands, and thereby help increase the revenue and profitability of IBM Business Partners. Sales representatives who complete customized, on-line education modules and drive sales are rewarded with incentives available through Know Your IBM. While incentives vary by brand, high-quality rewards help motivate sales people to perform.

"The education component enables our reps to learn the features and benefits of IBM solutions in quick, focused shots," says Tasha Soltonovich, Lenovo National Product

### Overview

■ **IBM distributor:**

Cellnet, a leading distributor of IBM products in Australia and New Zealand

■ **IBM PartnerWorld offerings:**

Know Your IBM  
Co-marketing

Manager, Cellnet. "The incentives provide a valuable opportunity to be a part of the wider IBM community. People are engaged in a shared focus and motivated to achieve ever higher levels of performance."

*Available online and around the clock, KYI focuses on key product information and selling points, ensuring a consistent and compelling message that gets results.*

Cellnet's relationship with IBM is pivotal to achieving its business objectives. "A major highlight of our success is continually building and strengthening our relationship with IBM and its Business Partners in Australia and New Zealand," says Soltonovich. To win business, Cellnet needs to demonstrate the flexibility and knowledge to customize any combination of PC system, to personalize imaging of notebooks and build and upgrade servers to suit individual needs. Getting and staying up to speed on IBM solutions is essential.

Soltonovich says reps really appreciate the Know Your IBM education modules, which serve up the right content at the right pace. "Our reps like learning this way," she says. Quick-learn education modules, 15 to 20 minutes long, cover an array of topics, including storage, personal systems, selected servers and software. Available online and around the clock, KYI focuses on key product information and selling points, ensuring a consistent and compelling message that gets results.

Sales reps who make their sprint objective each quarter are entitled to a reward. Top performers in the country each year are honored at a special event. The most recent was a recognition event held at a resort

on Australia's Gold Coast. Besides being a valuable sales incentive, the trip provided a chance to network among leading sales reps of IBM Business Partners. "It encourages Business Partners to be part of the IBM community; that cohesion and collaboration can really pay off," adds Soltonovich.

Soltonovich knows first-hand how much Business Partners value any resources that help improve productivity and performance. The third lever of KYI is performance and tracking capability, whereby learning and sales progress can be tracked by various levels, by rep, firm, geography, country and region.

What's more, Cellnet takes advantage of other IBM PartnerWorld offerings. "We're beginning to undertake co-marketing with IBM," says Soltonovich. "It's a good program because we get the consistency of the IBM brand but can customize materials for our firm."

As Cellnet expands sales in Australia, Know Your IBM is always just a click away to support its growth needs.

"For Cellnet and the IBM Business Partners we work with, Know Your IBM is a fantastic opportunity to learn about IBM solutions, maintain an ongoing dialogue, and enhance communications and teaming arrangements," says Soltonovich.



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