



flashpoint/ 1.0 Channel Marketing Program from Natural Convergence Ignites Sales for Service Providers

‘Two Call Close’ model means fast revenue from small business market

Ottawa, Ontario April 17, 2007 - Natural Convergence Inc., a supplier of hosted VoIP (Voice over Internet Protocol) software for service providers, announces its Channel Marketing Program /flashpoint/ 1.0. This formal program equips service providers with everything they need to dramatically shorten the sales cycle and increase revenue as they bring hosted services to the small business market. Natural Convergence has elevated vendor support by productizing a thorough channel marketing program with the end goal of helping their customers sell faster.

“It is highly unusual for a vendor to go beyond basic product training for customers,” states Deb Mielke, Managing Director of Treillage Network Strategies. “The /flashpoint/ Channel Marketing Program supports the service provider through every phase of working the channel. Why isn’t everyone doing this?”

Natural Convergence worked closely with its service provider customers on this innovative program to deliver pragmatic solutions to real world sales challenges. “We worked with Natural Convergence on their development of the /flashpoint/ program,” notes Scott Matukas, President and Chief Operating Officer, USA Datanet, a leading provider of IP-enabled communications services for commercial, consumer and carrier customers. “There is a significant demand for channel programs by service providers – and the flashpoint modules address the demand.”

The comprehensive /flashpoint/ 1.0 program consists of seven modules focusing on service definition, recruitment, custom sales training, lead generation, sales support, performance metrics, and recognition and incentives. flashpoint 1.0 channel marketing program is available as a complete package or as stand-alone modules.

Key to the success of /flashpoint/ 1.0 is its unique ‘Two Call Close’ methodology, which supplies the service provider with the necessary tools to meet with a customer on the first call, and present a proposal on the second call. This approach of compressing the timeline pervades every aspect of providing service to, and tapping into, the small business market.

“We built our silhouette hosted VoIP platform specifically for this channel, for service

providers to sell to small business,” says David Cork, Chief Executive Officer, Natural Convergence. “All the insight we gained in delivering VoIP services thousands of small businesses in multiple markets helped make flashpoint the best-of-breed channel marketing program and available anywhere.”

Andrew Skafel, Director of Channel Marketing for Natural Convergence and Deb Mielke, Managing Director of Treillage Networks will address channel marketing in an April 25 webinar at 1:30 p.m. EST. Additional information can be found on www.TMCnet.com/webinar/.

About Natural Convergence

Natural Convergence supplies hosted VoIP software that enables service providers to sell dramatically improved services to the huge yet untapped small business market. Its silhouette application replaces traditional key systems, combining familiar functionality with powerful cost and performance advantages. Its go-to-market channel strategy is optimized to the buying habits of small businesses, from value-added resellers, through service providers and original equipment manufacturers. Natural Convergence is headquartered in Ottawa, Canada. For more details, visit www.naturalconvergence.com or call +1 613 280 2000.

Posted On: 2007-04-16, 2:15 pm