

Get Off the Charts Results with the ETA LINC Program

Many telecommunications providers offer affinity partnership programs that allow you to add business communications services to your portfolio of offerings. The best programs offer a competitive commission structure, assistance with sales efforts, and comprehensive back office support to ensure partners are financially rewarded and at the same time not burdened by having to learn or support a skill set that is not native to their business.

While the ETA LINC program offers those benefits, we're different for one simple reason. The singular focus of the ETA LINC program is to help grow *your company's core business* and increase your profits - Not our own. Since our #1 priority is ensuring the successful, continual growth and expansion our partners, we go beyond "closing the deal" to help you:

GROW YOUR CORE BUSINESS: Every ETA LINC Partner completes a rigorous "core business analysis" during the onboarding process to determine your greatest strengths and areas of growth as an organization. We then use this information to facilitate ongoing warm introductions to companies within our customer base who can benefit from your services. ETA LINC Partners also gain access to ETA's marketing department to help promote your company, products or services through whatever combination of email campaigns, sales literature and events best meet your needs.

INCREASE CUSTOMER LOYALTY: ETA helps you instantly increase your stock as a technology expert with access to our industry leading sales, design and support teams who boast several decades of combined expertise in the latest cutting edge business phone system and carrier service technologies. With ETA as part of your team, you become even more of an indispensable and trusted resource to your customers.

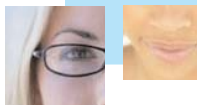
PROTECT YOURSELF AGAINST COMPETITION: There's no denying that voice and data have become one and the same. The number of companies that can sell voice has grown ten fold in the last few years, and this trend shows no sign of slowing down. By adding a business communications department to your organization, you help fend off potential competitors who can provide a service you otherwise could not.

BOOST ACCOUNT CONTROL: The more services you provide to your customer base, the more entrenched you become within their organization. By controlling a greater share of their IT infrastructure, you enhance your "trusted advisor" status and ability to guide their ongoing technology vision and strategy.

INCREASE PROFITS: As an ETA LINC Partner, you earn 30% commission on a Line of Business that cost you \$0 to invest in, and no time, effort or energy to learn and master. Your company realizes a profit with the first deal you close - without any cost to you.



"I've been 'courted' by a lot of partnership programs offering leads and high commissions. The ETA LINC program, however, was a totally different experience. Their focus was on growing OUR business, not theirs. That really blew us away."



BENEFITS OF BECOMING AN ETA LINC PARTNER:

GET WALKED INTO OPPORTUNITIES THAT GROW YOUR CORE BUSINESS.

We constantly introduce our LINC partners to customers and prospects who can benefit from their core services.

GAIN ACCESS TO UNRIVALED BUSINESS COMMUNICATIONS RESOURCES

ETA is a master agent for 20 carrier services providers and has extensive expertise in both premise-based and Hosted VoIP phone systems.

MARKET TO YOUR EXISTING BASE OR ATTRACT NEW CUSTOMERS.

ETA LINC partners gain access to our marketing department to help design a marketing strategy to either further penetrate your existing customer base or find new customers. We can help you with:

- *Email campaigns*
- *Sales Literature*
- *Marketing Events*

GO WIDER AND DEEPER WITH YOUR CUSTOMER BASE

By adding a telecommunications department to your organization, you help keep out your competition and increase your status as a trusted technology advisor. This helps you control a greater share of your customer's technology infrastructure.

MAKE A PROFIT FROM DEAL ONE

ETA LINC Partners make 30% commission on a Line of Business that costs them nothing to add or manage. From deal one, your company realizes a profit.