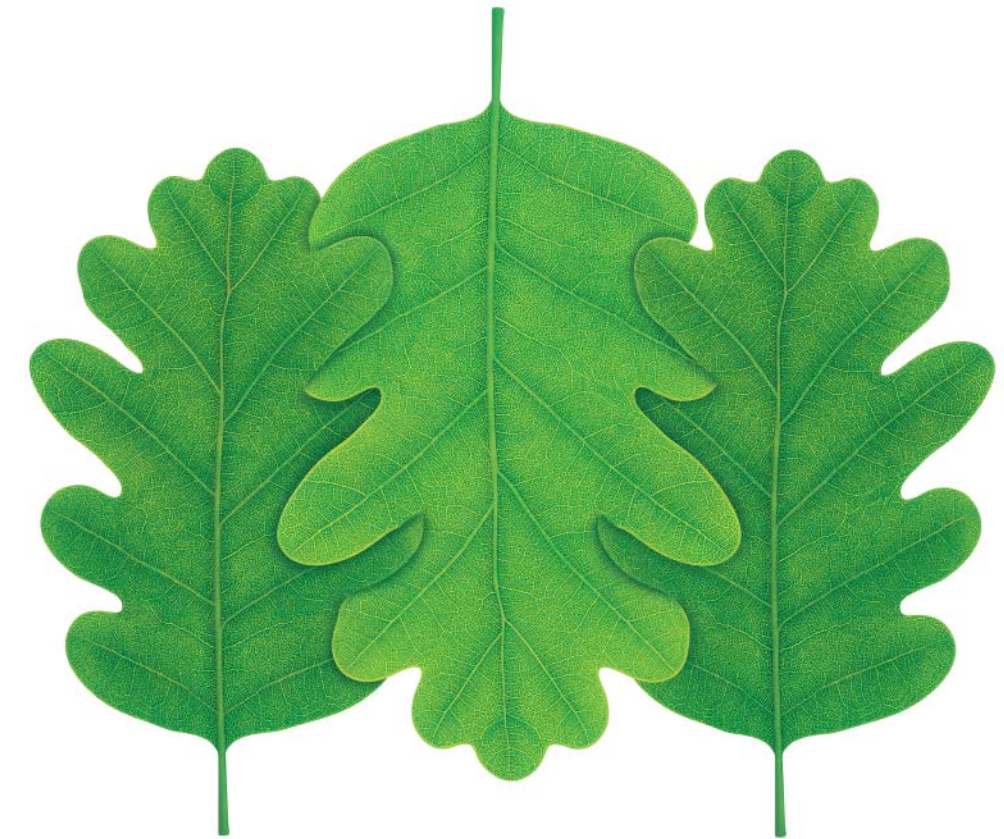


Grow your business with the  
TELUS Authorized Dealer Program



EXPLORE THE OPPORTUNITY

To learn more about this innovative and  
lucrative business opportunity, and to obtain  
an application form, please e-mail  
[complementary.channels@telus.com](mailto:complementary.channels@telus.com)

We will be in contact with you discuss your company's  
fit with the TELUS Authorized Dealer Program.



# leverage our solutions

Enhance your company's ability to provide what your clients want – communications solutions customized to their needs. With TELUS as your partner, we can complement your business offerings with our broad range of integrated data, IP and wireless solutions.

The TELUS Authorized Dealer program provides a select group of strategic companies with access to TELUS' comprehensive portfolio of products and services. Our compensation model offers incentives and rewards that will expand your revenue base and increase profits.

The TELUS strategy is to unleash the power of the Internet to deliver the best solutions to Canadian businesses. Our goal is to be a trusted Internet business solutions partner to small and medium-sized enterprises, and TELUS Authorized Dealers help us to deliver on that promise.

## grow your business with TELUS

The TELUS Authorized Dealer Program is a national program designed to complement the strengths of partners with our full range of integrated solutions. Our dealers find that the ability to offer total, top-quality solutions allows them to build on their core business and strengthen relationships with their clients.

TELUS is one of Canada's leading communications companies, providing products and services that connect Canadians to the world. Canadians recognize TELUS for the breadth and depth of our product portfolio and for excellence in service. As a TELUS Authorized Dealer, you gain the advantages that come from the widespread customer awareness of the TELUS brand.

## join a strategic partnership

Now you can leverage the TELUS suite of solutions to complement your core business and offer more to your clients. We are looking for complementary channel partners to deliver our integrated solutions.

Partnering with TELUS will help increase your revenues and profitability, and enhance service to your clients. TELUS offers the most comprehensive channel support and an industry-leading compensation program. We partner with selected dealers who have a strong reputation in the marketplace and are able to meet our ongoing performance criteria.

Developing partnerships to support an increasing number of client opportunities is a key strategy for TELUS. We appreciate that your business has a unique way of reaching clients, and that together we can expand market coverage.

We are interested in building relationships with companies that possess:

- Broad industry knowledge in converging technologies and related applications
- Recognized expertise and presence in multiple geographic locations and/or vertical market expertise
- A core competency that complements our mutual strategy of being market leaders in integrated data, IP and wireless solutions
- Technical and sales resources

## enhance profitability

- Expand your revenue base by providing a broader market offering in data, IP and wireless solutions
- Enhance sales opportunities through the TELUS Lead Referral Program to leverage your core competencies and areas of specialization
- Use the "TELUS Authorized Dealer" endorsement mark to leverage the strength of the well-known and highly visible TELUS national brand
- Participate in joint sales opportunities

## reward yourself

- Enjoy a competitive compensation package that rewards dealers for volume commitments and specialization
- Maximize flexibility with three participant levels based on volume commitments, dealer competencies and your readiness to take on additional products and services
- Earn marketing development funds to support pre-approved marketing, promotional and training programs
- Participate in loyalty programs and dealer events

## access professional training and certification

- Maintain and update your technical and product knowledge through continuous education, training and certification programs in a variety of learning formats
- Develop market credibility and leverage key skills in particular technical areas with our Specialization component

## utilize dealer support tools

- Take advantage of dedicated channel management support tools to confidently and profitably grow your business with TELUS communications solutions
- Access professionally developed partner marketing programs including sales collateral, product information and strategic selling tools
- Log in to our partner web portal for product information, sales and support tools
- Develop your business plan with help from TELUS

## benefit from our comprehensive portfolio

TELUS provides Authorized Dealers with a wide range of communications solutions designed to complement your company's existing products and services.

### voice services

- Local Services
- Call Management Features
- Outbound Long Distance Business
- Calling Card Services
- Toll Free and 900 Service
- Teleconferencing Centrex Services
- Voice Equipment

### data services

- Switched Data Services (PRI, BRI)
- Frame Relay
- T1
- DNA

### Internet solutions

- High Speed Internet for Business
- Managed Enterprise Access

### IP applications

- Internet Security Features – Freedom® Anti-virus Protection and Firewall
- Shared Hosting
- Backup Services
- Microsoft® Exchange
- TELUS Internet Fax Service
- Web Conferencing

### specializations\*

- Managed Internet
- Managed Hosting
- Managed Workplace™
- IP Telephony

\* subject to availability.

Business card placement covers icon image when in place. Die cut slots indicated by diagonal magenta lines. See back outside cover to view slot placement.

