



Attention IBM Business Partners!

If you are involved with Linux sales at any level, then you will want to attend **Linux Top Gun** to learn how to use Linux as a differentiator to sell in 2005!

Linux Top Gun is a four day sales class that covers the entire spectrum of IBM Linux products and solutions including Middleware and IBM eServer. Learn how to identify Linux sales opportunities, create a customer vision for Linux, develop winning strategies, and execute a successful win plan. Through product lectures with high solution content aligned to vertical industries, you will leave the class with a win plan to execute when you return to the field. This class is a MUST for anyone who is responsible for selling Linux solutions in 2005.

Audience: This class is for IBM Business Partners, SSR's, Software Sales Specialists, ESM's, Server Sales Specialists, TeleSales, FTSS, Call Center Sales Specialists, and anyone selling or supporting IBM Linux products and services.

Dates: April 4-7, 2005

Location: This class will be held at the National Conference Center in Leesburg, Virginia, just outside of Washington, DC.

Cost: This class has no enrollment fee.

Agenda: (subject to change)

Monday: Guided Tour, Pretest, Linux Market Opportunities, Solution Workshops, Selling Linux Solutions in the Public Sector, Selling Linux Solutions in the Finance Sector, Selling Linux Solutions in the Retail Sector, Panel Discussions

Tuesday: Linux on IBM eServer, IBM Linux for Blades and Clusters, Solution Workshops, Linux on Power, Selling Linux Solutions in SMB, Selling IBM Middleware Build Solutions for Linux, Panel Discussions

Wednesday: Selling IBM Middleware Run Solutions for Linux, Selling IBM Middleware Management Solutions for Linux, Solution Workshops, Competitive Open Source, Red Hat Linux, Novell/SuSE Linux, Panel Discussions

Thursday: Strategies for Selling Linux, Executive Speaker, Solution Workshops, Workshop Solution Reviews, Your Linux Resources, Awards and End of Class

Take a look at some of the student quotes and agenda from previous classes.

"Outstanding! Amazing course content. Run very well. I feel like a true penguinista now!"

"Excellent! Very worthwhile use of my time."

"Excellent content with great sales focus."

"Information was excellent."

"It was great."

"Good fun while learning lots."

"Outstanding class - best Top Gun I've attended."

Enroll Today at

<http://www-1.ibm.com/servers/eserver/education/bp/zseries/topgun/linuxtop.html>

2005 Schedule

April 4-8, Washington, DC

April 18-22, Montpellier, France

May 9-13, Sao Paulo, Brazil

October 3-7, Tokyo, Japan

October 24-28, Hursley, UK