



WITSA GLOBAL PARTNER PROGRAM

SALES GUIDANCE INFORMATION

On behalf of WITSA, I wish to thank you for your interest in promoting WITSA's Global Partner Program (GPP). This program is very important to WITSA in that it opens up business opportunities for member companies. It is good for the Global Partners as they are particularly interested in attracting companies to invest in their geographic locations and to increase employment opportunities for their citizens. Finally, it is good for your association because you are gaining another revenue source, and you are helping your members as well as your country. Associations that are successful in bringing new Global Partners to WITSA will receive a 10% commission. It is a win-win-win. Thank you!

Jim Poisant
Secretary General
WITSA

As you review the supporting material for the WITSA Global Partner program, please consider the following steps for guidance:

STEP #1: You will need to identify the leading economic development organizations (EDO) or authorities in your city, county, region or country.

STEP #2: Identify the head of the EDO's international marketing division and see if you, or your representative, can set up a meeting with this person.

Note: It goes without saying that whoever inside your association has a prior relationship with the EDO in question should make the first contact and introductions.

STEP #3: After you manage to schedule a meeting with the EDO, you have a very compelling reason why the organization should become a WITSA Global Partner. **THAT REASON IS - THE PARTNER WILL BE GIVEN ACCESS TO OVER 90% OF THE ICT INDUSTRY GLOBALLY.**

STEP #4 – Presentation: Of course it is up to you as to how you wish to present the GPP to the potential partners. To support your efforts you have been provided with a written description of the GPP program and a PowerPoint deck which you are at liberty to tailor to you clients by adding their names and corporate missions.

Good luck!

If you have any questions please feel free to contact:

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