



Forget the Olympics!

AT&T is about to debut an industry first...

Grand Opening

Get ready to bring home the gold!

In August, AT&T will launch Grand Opening, the industry's **first** fully outsourced Web marketing solution. This hassle-free offer will help our clients launch their Web site, attract the right customers and manage the entire business application. As a packaged, flexible offer, Grand Opening integrates sophisticated Internet service components that you're already familiar with (i.e., Easy World Wide Web, Creative Alliance Program, etc.) into a simple platform that's easy for our clients to buy, use and maintain. Grand Opening addresses three critical needs of a business going on the Web: Hosting, Site Promotion and Full Integration and Support.

Grand Opening Phase I (August 1996) establishes a presence on the Net and begins attracting customers to the client's electronic storefront. Phase II (Fourth Quarter 1996) elevates the application with advanced features and enables full online transactions.

We're going to lead the way to cyberspace, bring our clients along for the ride and put you in the driver's seat to take us there. Are you ready? We're here to make *sure* you're ready. To help you learn about and sell Grand Opening, we've assembled the following educational training and materials:

- **Awareness Training.** This first-step training will give you an overview of what Grand Opening is, what it does and who it's for.
- **Detailed Sales Training.** Now that you know the basics, this second-step training will provide you with the offer details and give you pointers to help sell Grand Opening to qualified prospects.
- **Sales Support & Tools.** We couple extensive training with all the sales support and tools you need to ensure you're comfortable selling Grand Opening. Your complete "sales package" includes the following helpful collateral materials:

- | | |
|--------------------------------------------------|------------------------------------------------|
| <input checked="" type="checkbox"/> Sales Guide | <input checked="" type="checkbox"/> Proposal |
| <input checked="" type="checkbox"/> Presentation | <input checked="" type="checkbox"/> Contracts |
| <input checked="" type="checkbox"/> Fact Sheet | <input checked="" type="checkbox"/> Order Form |

Your Call to Action: Once you know all about Grand Opening, get ready to identify your high-potential Grand Opening candidates and tell them how AT&T can launch their business into cyberspace. Grand Opening is not designed for every customer, but it's a great story to tell! Use the Grand Opening offer to demonstrate AT&T's capabilities to support Internet applications. It's just one example of our competence and creativity in supporting business solutions.



Grand Opening Timeline

August 1, 1996

- Internal Announcement
- Awareness Training

August 15, 1996

- Detailed Sales Training

August ??, 1996

- Sales Campaign

September 1, 1996

- External Announcement

September - October, 1996

- Media Campaign