



**NORTH AMERICAN COMPUTER PRODUCTS**

7459 SOUTH LIMA STREET, BUILDING II  
ENGLEWOOD, CO 80112

## **NEWS RELEASE**

For Immediate Release

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## **ARROW ELECTRONICS HELPS VARS MAXIMIZE HP STORAGE AND SERVER SALES**

THROUGH 'COMPETITIVE EDGE' SEMINAR SERIES

**ENGLEWOOD, CO - (BUSINESS WIRE) - July 11, 2005** -The SBM Division of Arrow Electronics Inc. (NYSE: ARW), one of the largest value-added distributors of HP enterprise products and integrated services, is hosting a four-city seminar series this month called "The Competitive Edge." The series, which focuses on HP StorageWorks and the HP Business Critical Server (BCS) family, will outline the competitive landscape for Arrow's VAR partners and provide hands-on sales instruction aimed at winning deals over the competition.

The dates and locations of the seminars are:

- July 13, Chicago Marriott -- Magnificent Mile, Chicago
- July 14, Westin Times Square, New York City
- July 27, Westin Park Central, Dallas
- July 28, Balboa Bay Club, Newport Beach, California

To maximize the effectiveness of the training, Arrow has partnered with two industry experts -- Bentley Radcliff, CEO, CompeteNet; and Tom Baylark, president, TnP Consulting -- who will educate attendees on market trends, how the competition goes to market and effective selling models. Radcliff will focus on HP server solutions while Baylark will speak specifically to how to effectively sell HP storage solutions.

Specific topics covered in each full-day seminar include:

- Delivering and executing on your value proposition
- Understanding the business landscape
- How to take business from the competition
- Interpreting political and emotional drivers
- Level selling
- Pre-emptive selling
- Vendor profiling
- How to use HP's competitive resources to close business

In addition to the seminar content, attending VARs will be eligible to receive exclusive offers from Arrow including competitive attack marketing programs, access to and funding for, competitive event speakers and competitive displacement incentives.

"The Competitive Edge seminar series is consistent with Arrow's commitment to investing in education for our partners," said Michael Haley, vice president, SBM Division. "We demonstrated this commitment earlier this year with PowerTrack, our five-day HP training event, and now again with The Competitive Edge. In the coming months, we plan to not only expand the Competitive



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Edge series but also continue investing in other training opportunities that will translate into incremental revenue for our business partners."

## **About the North American Computer Products group of Arrow Electronics**

The North American Computer Products group of Arrow Electronics, Inc. (NYSE: ARW) is a leading distributor of enterprise and embedded computing systems to resellers and OEM customers in North America. Based in Englewood, CO, the group is comprised of four divisions that make up Enterprise Computing Solutions (Support Net, SBM, MOCA, Enterprise Storage Solutions) and OEM Computing Solutions, which serves complex and industrial OEM customers. Visit us at [www.arrownacp.com](http://www.arrownacp.com).

Arrow Electronics is one of the world's largest distributors of electronic components and computer products and a leading provider of services to the electronics industry.

## **About CompeteNet**

Founded in 1996, CompeteNet ([www.competenet.com](http://www.competenet.com)) is a leading provider of customized sales productivity enhancement solutions that combine high-quality, realistic simulation training and real-time, comprehensive competitive intelligence tools. The company integrates simulation technology with extensive sales expertise to help customers increase revenue through more effective education and better utilization of their direct and channel sales forces. CompeteNet programs are designed to impact sales behavior through experiential learning environments that improve Return on Investment in Sales Education (RISE). Solutions are customized for each customer's situation, combining industry expertise, sales performance experience, and leading edge technology.

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