

Five Things to Consider when Choosing a Provider

If you are serious about including telecom services as part of your portfolio, the first step is to qualify your customers' needs and pair them with the provider that offers the best solution available to match their requirements. To ensure you provide your customers with the telecom solution that's right for them, here are five points to keep in mind when selecting a provider:

1



Geography

Start by looking at the providers' footprint. Your technology distributor should consider recommending local and regional service providers before the national carriers since the local providers are the ones who built the network.

2



Product Offerings

The provider you choose should offer nationwide service options that include a range of products, including cloud, voice, data, Internet, and managed services. The provider should also be willing to assist you in determining the best product and service options for your customer.

3



Brand Reputation

Be certain your technology distributor has preferred relationships with the industry's top providers. However, it's important to keep in mind that while the largest providers usually deliver stability, they often bring a lower commission; lesser-known providers often deliver higher commissions.

4



Pricing

Are the providers offering competitive, negotiated quotes that meet your customer's specific requirements? Apply age-old wisdom here: If the rates or savings claims seem too good to be true, they usually are.

5



Long-Term Profitability

Enticing commissions are desirable, but make sure the provider you choose will help you protect and farm your existing customer base, venture into new markets, and create new revenue streams.

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