

## Case Study: ADP Program

*Blue Equinox program dramatically increases revenue for Titan Partner*

### ADP Program Overview

The Blue Equinox ADP Program, launched earlier this year exclusively for Titan Partners, provides a unique mentorship and career opportunity for college students with little or no technology sales experience. It allows individuals to gain on-the-job experience learning and selling telecommunications, cloud, and managed I.T. solutions to small, mid-market and enterprise customers.

“Our ADP Program provides training and mentorship for individuals interested in working in one of the most dynamic technology industries in the country,” says Scott Raymer, CEO of Blue Equinox. “As a member of Blue Equinox’s ADP Program, participants gain the technical and sales experience they need to immediately contribute in today’s fast-paced technology world successfully. We look for the drive in those qualified individuals then provide them with all the tools they need to be successful in all areas of our ever-changing industry. In addition, participants get paid during their ADP internship and have the opportunity for a full-time position once successfully completing the exclusive 90 day program.”

### Solution

- The telecom consulting company signed up for the Platinum Titan Partner program and as part of our industry-leading partnership program received a number of benefits, including the utilization of ADP program.
- Selected student joined from the Entrepreneur program at Middle Tennessee State University (MTSU).
- The student was interested in aligning his interests and passion into a potential full-time career opportunity.
- The student began the 90-day mentor program with specific sales objectives to generate new business for that Platinum Titan Partner specific to the recognized needs for the company

### Results

- This consultant was quickly implementing consolidated solutions to customers, addressing existing technology needs and future technology strategies, because of the expertise Blue Equinox offered.
- Within the first seven months, our consultant generated over **\$28,000** in new monthly recurring revenues.
- Our consultant closed new business to **35** customers the first seven months for the partner, averaging **5** sales monthly to new customers.
- The success of the ADP program was quickly recognized for the Titan Partner as our consultant increased the total contract value for the Titan Partner to over **\$1,000,000** for these new customers.
- Following the 90 day program, the consultant was offered a full time position including salary and full benefits. In their first full year as a full-time employee, the consultant exceeded **\$100,000** in total compensation.

### About Blue Equinox

Blue Equinox is a national technology consulting organization specializing in White Label Sales Program, Associate Development Program and Market Partner Program. For more information, please visit [www.BlueEquinox.com](http://www.BlueEquinox.com) or call **1.855.663.4500**.

**\$28,000**

IN RECURRING  
REVENUE  
IN  
7 MONTHS

**35**

NEW CUSTOMERS  
GENERATED  
(5 PER MONTH)

**\$1MILLION**

INCREASE IN  
TOTAL CONTRACT  
VALUE