

## Case Study: Market Partner Program

*Increased sales funnel of pre-qualified opportunities 186%*

### Company Profile

Our Titan Partner is a telecom consulting company headquartered in the Southeast which has been in business for over 12 years. They provide telecom consulting services to over 400 clients nationwide and represent over 70 voice, data, mobile, and network carriers. In addition, they also represent hardware partners such as Avaya, NEC, Cisco, ShoreTel and Iwatsu.

### Business Situation

When we first met the telecom consulting company, they were selling exclusively to small medium business (SMB) customers. They were averaging **7** new customers monthly that collectively billed **\$6,000** in monthly services. The telecom consulting company wanted to increase their sales funnel as well as their monthly telecom commissions.

### Solution

- The telecom consulting company signed up for our E5 Market Partner program.
- We provided appointment setters that set up new sales opportunities in their markets for new services.
- The Market Partner signed up as a Platinum Titan Partner, which provides the most competitive residual compensation in the industry, including numerous bonuses and incentives.
- They received Dedicated Appointment Setters, Account Management, Channel Management and Project Management team.

### Results

- Our E5 Market Partner team quickly jumped in to learn the telecom consulting company's business, understand their problems, and utilize our expertise to quickly implement consolidated solution selling addressing existing technology needs and future technology strategies to increase their sales funnel of potential opportunities in their markets.
- As a result of our work, we increased the monthly sales funnel of new opportunities from **7** to **20** pre-set qualified leads for the telecom consulting company, which represents a **186%** increase in their monthly sales funnel productivity.
- The telecom consulting company receives the same level of compensation he was receiving as a sub-agent of other companies.
- After seeing the results and success of our Market Program, the telecom consulting company signed up to the ICCS Platinum Titan Partner program, which includes additional benefits including:
  - Entry level sales people, which leads to increased appointments.
  - Most competitive residual compensation in the industry, including numerous bonuses/spiffs.
  - Titan Branded marketing materials, dedicated training, evergreen clause, and much more.

### 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**.

**20**  
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**186%**  
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