

Channel Chief View

Spectrum Partner Program: Accessibility And Innovation Drive Business Growth And Profitability

Q. Why should I choose to partner with Spectrum?

A. (Czekaj) Business demand for more bandwidth to drive growth and innovation continues to dramatically increase. Organizations of all sizes need higher speeds and rock-solid network performance to support their employees and customers. Spectrum goes beyond that to provide flexible ways to connect to the internet; network multiple locations together; and provide voice and video solutions to all types and sizes of businesses in the U.S. By coupling an excellent product portfolio with a team focused on helping you succeed with training, tools, and one-on-one support from day one, we're making it easy to earn monthly residuals for the life of the customer.

Q. What is the commitment to partners that choose Spectrum?

A. (Baldwin) Most of our partners work with a Master Agent that carries the weight of the commitment to Spectrum. What that means is new partners to the Spectrum Partner Program don't have significant revenue, certification or other performance commitments to us. They can choose the level of commitment based on the right Master Agent that we can help them find. Either way, our partners enjoy most of the same resources without the ramp-up or training requirements. We built this program based on the principle of being easy to work with.

Q. What types of selling support do you provide partners?

A. (Czekaj) A Channel Manager is assigned to support your training, quoting and selling. For those opportunities that are more complex, your Channel Manager can leverage expert sales engineers to help win those deals. And partners always have easy access to our self-service portal tools to quote and initiate service orders. When it comes to providing support before and beyond the sale, it comes down to what the partner is most comfortable with.

Q. Where can partners sell Spectrum services?

A. (Baldwin) Spectrum provides services directly in 41 states and 32 metropolitan areas. Our lowest-speed coax internet is as fast or faster than the highest speed tiers of other providers. Recognized as the third largest number of fiber-lit buildings by Vertical Systems Group, we still can serve fiber outside our footprint, and provide it with service-level agreements end to end. Of course, we would help qualify those opportunities with the help of our sales support teams, but the point is that now more than ever, our partners are building their business practices around our program.

Spectrum | PARTNER PROGRAM



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Partner with Spectrum to exceed your customers' expectations.
Get started at partners.spectrum.com.