



Choosing Channel vs. Going Direct to Carrier Sales Teams

We understand the perceived convenience of calling up a carrier directly. However, working with a technology distributor like TBI changes the perception of convenience into reality. TBI operates on the fundamental principle of putting you and your client's needs first. Unlike carrier's direct representatives, TBI Channel Managers bring tenure, unbiased advice and stellar support to the table. You can count on us to make your life easier and ensure your customers' successes.



RELATIONSHIPS THAT LAST

DIRECT

The average carrier direct sales person has a life span of between 8 to 18 months and a churn rate of 60%. Meaning, your customer can expect at least 2 different account teams before their 36-month contract comes to an end.

CHANNEL

You own your customer relationships and the relationship you have with TBI. TBI Channel Managers have an average tenure of over 5 years offering you stability, troubleshooting and the opportunity to evolve contracts.



UNBIASED RECOMMENDATIONS

DIRECT

Direct representatives only sell services the carrier offers. In an industry where the list of telecom and technology offerings changes frequently, the agreements don't allow for flexibility and adaption of services per your customer's business challenges.

CHANNEL

With 70 providers and experts on each carrier, Channel Managers can recommend solutions that are ideally suited to meet your customers' goals. Additionally, TBI's vast experience negotiating all types of business solutions allows for greater insight into each solution, what's best-in-class and what really works upon install.



CORE BUSINESS PROTECTION

DIRECT

Working direct with the carrier oftentimes results in a bundled solution that may not fully solve your customer's business problem. Or worse, the bundled solution competes with your core business.

CHANNEL

TBI Channel Managers work to safeguard your clients, preventing other sales reps from coming in to sell solutions already in your portfolio. As your trusted advisor, we use industry intelligence for collateral and training to shorten your learning curve. That way you can pitch new and emerging products, closing the loop on your customer. TBI will assist you with strategic planning, so you can identify savings opportunities and ways to grow your customers' businesses.



CONTRACTS THAT PAY

DIRECT

Putting your customer's business with carrier-direct teams will result in a one-time, upfront referral fee for you. These contracts oftentimes do not allow for compensation upon renewal, leaving money on the table.

CHANNEL

Earn residual income through a Master Agent. The average contract sold through an agency last 7 to 11 years. We get paid every month for the life of the contract. It's in our best interest to recommend the best solution for your customers.



**MAXIMIZE THE
MONETARY VALUE
OF YOUR
BUSINESS
RELATIONSHIPS**