

Top 10 Reasons to Purchase Carrier Services Through an Independent Agent

1. Is your sales representative still employed by the company you purchased from?

The Telecom sales profession is known for a high rate of turnover, and the recent wave of mergers and acquisitions in telecommunications make it very unlikely that the representative who signed you to your contract will be there to help you in a year. By using an Independent Telecom agent, you can be sure that whenever a merger or bankruptcy takes place, your Independent Telecom agent will continue to have the same phone number and e-mail. The agent will not be laid off or fired, and will continue to provide you all the options you need.

2. Single point of contact.

No matter if your agent recommends an Independent Telecom single carrier solution or a multi-carrier solution, you always have a single point of contact. During the evaluation of a new carrier, it is typical to set three appointments with different carriers. The number of appointments could easily reach up to ten before an informed decision is made on your business communications. If you use a qualified Independent Telecom agent, you can have one appointment to determine the best course of action, and another appointment to evaluate the best options available in your market. Having a single point of contact is a huge time saver!

3. Someone who understands your business and knows how to make decisions, and why.

Your Independent Telecom Agent acts as an assistant buyer once they understand your needs and preferences. They meet with your organization, your goals and your long term needs are evaluated, and how to make decisions and why. Why would you repeat this process every two years?

4. You get to hear the truth!

Maybe it should be ranked # 1! When you use an experienced Independent Telecom agent you tap into a wealth of knowledge and experience of someone who has been in the area for many years and probably with several carriers. Your agent will generally have experience with several operators in your market and can tell you how they really perform. Who has the most reliable network? Who has billing problems? Who is bankrupt?

Who can make the desired installation date? When you use an independent agent, you do not listen to “The Company Story” for each carrier because they still tend to dress up their shortcomings and you get to hear the truth.

5. Objective view of the number of carriers and their product lines.

On the basis of where your company is heading, expanding, streamlining, or contracting, your Independent Telecom agent can put you in the right situation. Just like buying a cheap phone system, a forklift upgrade may be needed sooner than expected. Being stuck with a carrier that cannot meet your expectations for the future can be fatal to your operations. Your Telecom agent will make sure that you have selected the correct carrier. Can you carrier move with you? Do they provide MPLS services? Can they provide SIP trunking? Can they offer an IP-VPN solution for your remote sites? Your Independent Telecom Agent knows the carriers products and limits and can put you in the right solution for your business.

6. Telecom Agents are invested in your success long term

It's a very important concept to understand the choice of using an Independent Telecom agent! When you work with a direct sales representative for a telecommunications company, who can be here and gone tomorrow, they are only paid for upfront sales. As we all know in the world of corporate sales, a model driven behavior resides, and sales are expressly put: “If the customer has a problem, send them to customer service. Do not get involved! You are paid only to develop new businesses. There is absolutely no motivation, despite the best intentions of the direct sales representative for them to ever speak to you again after signing the dotted line. It's sad but true. On the other hand, because Independent Telecom agents are the Telecom Commission and not remaining in office, getting a small percentage of the monthly bill, they must, in many cases wait up to 24 months to get paid what the representative will get direct paid in the month number one after the sale. The whole motivation for anyone, even to become an Independent Telecom agent is to build a business volume of happy customers who do not find someone again every two years to process. This relationship makes sense for the agent if you stay with them for over 24 months, so they have EVERY incentive to help you solve all the problems of service you could ever have. A good independent agent Telecom is not only a business partner; they are part of your team.

7. They do not have a quota.

One of the biggest problems with the local RBOC / ILEC, is that if you call in the call center to order new service, you will be told what they want to sell you. NOT what is best for your needs. Everybody loves to sell bundles in telecommunications, but let me ask you this question, why do you need call functions or Centrex voice mail on your alarm lines or an elevator? Do you have mysterious elements in the back of your bill for the shelter or other things you're afraid to disconnect when you actually use it? When you call the ILEC / RBOC directly from the agent channel, you are offered various packages, why, packages are more attractive. It is very common for independent agents to discover Telecom up to 10-20% down on your clean bill during the process audit. Why? Simple. Representatives you buy direct from have a quota to make and often sell you what is good for them, not what is good for you. They are directed to sell what is profitable for the carrier they work for and are paid accordingly based on their ability to do so. Top Independent Telecom Agents, almost without exception, do not make allowances with the carriers. Because they do not have quotas, you will not find them pushing you towards a solution that does not feel quite right just to meet their numbers. Be honest and ask your agent if they are independent Telecom carriers with quotas proposed. If they do have a quota, make sure you ask enough questions about the solution they propose to ensure that it is for you.

8. Further incentives and promotions.

The telecommunications industry is moving increasingly to the Independent Agent Channel. Independent Telecom Agents are generally better informed, better trained, establish appropriate expectations with customers, and clients tend to stay longer customers (because they were sold the right program), and it is more profitable for carriers to deal with agents. They do not pay basic wages or benefits, in addition to commissions. There are special incentives and promotions available only through the agent channel. It is not uncommon for agents to compete head to head with a direct representative of one of the carriers they represent. Direct representatives are often compensated more if they do not use promotions that are available. Independent Telecom Agents will draw all the promotions available in order to earn your business long term because they are generally not encouraged or sanctioned for the use of promotions.

9. Same price.

Exact pricing is the same standard used in Canal agent and direct channels. Despite all the additional knowledge you can use with independent agents, you can be sure that you will not pay anything extra for this. For larger projects, special pricing is available both agent and direct channels for the same amount. It is a great role model who helps the client and the agent to win, and ensure all customers are treated fairly.

10. They include the next generation of technology.

Independent Telecom Agents will generally be paid in MPLS, IP VPN, VoIP, hosted solutions, call center applications, and SIP technology because they need to understand the offers of various traders and attended their training. Direct representatives often know some changes to its limited range of individual products a little better than agents not only sell their products, but they will not understand overall everything is coming up with new technologies. No carrier can be master of all technologies and master of all niches. It is almost impossible for a direct representative of the same width and breadth of exposure to the applications you are faced with decisions. Our business is very competitive, and the implementation of some of the new technologies correctly can literally save hundreds of large companies thousands of dollars. That may be true on the edge your company needs to gain the competitive edge in your market security, marketing, recruitment, or even retention. Similarly, implement a technology that bleeding is not ready for prime time can cost you the same. The use of an independent agent and experienced Telecom is looking into your best interests can make all the difference.