Agenda

Referral Program - Sales Desk as as Service

Use Cases

Case Studies

Q & A

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ENERGY

EV Charging | Water & Waste
Electricity | Natural Gas | Solar

CONNECTIVITY & SD-WAN/SASE

Fiber | Cable | Wireless | Satellite | TEM

MANAGED SERVICES

NOC | SOC | Professional Services
SmartSupport | Asset Management

MOBILITY & IoT

Wireless Services | Internet of Things (IoT)
Managed Mobility | Expense Management (WEM)

SECURITY

Physical Security | Network Security
Endpoint Security | Cloud Security | SASE

CUSTOMER EXPERIENCE (CX)

UCaaS | Contact Center | CPaaS | SMS
Analytics | Artificial Intelligence (AI)

CLOUD INFRASTRUCTURE

Public, Private, & Hybrid Cloud
Data Center & Colocation | Disaster Recovery

SOFTWARE AS A SERVICE

Microsoft | Google | ERP | CRM | Productivity | Business
Applications | IT Management | BI

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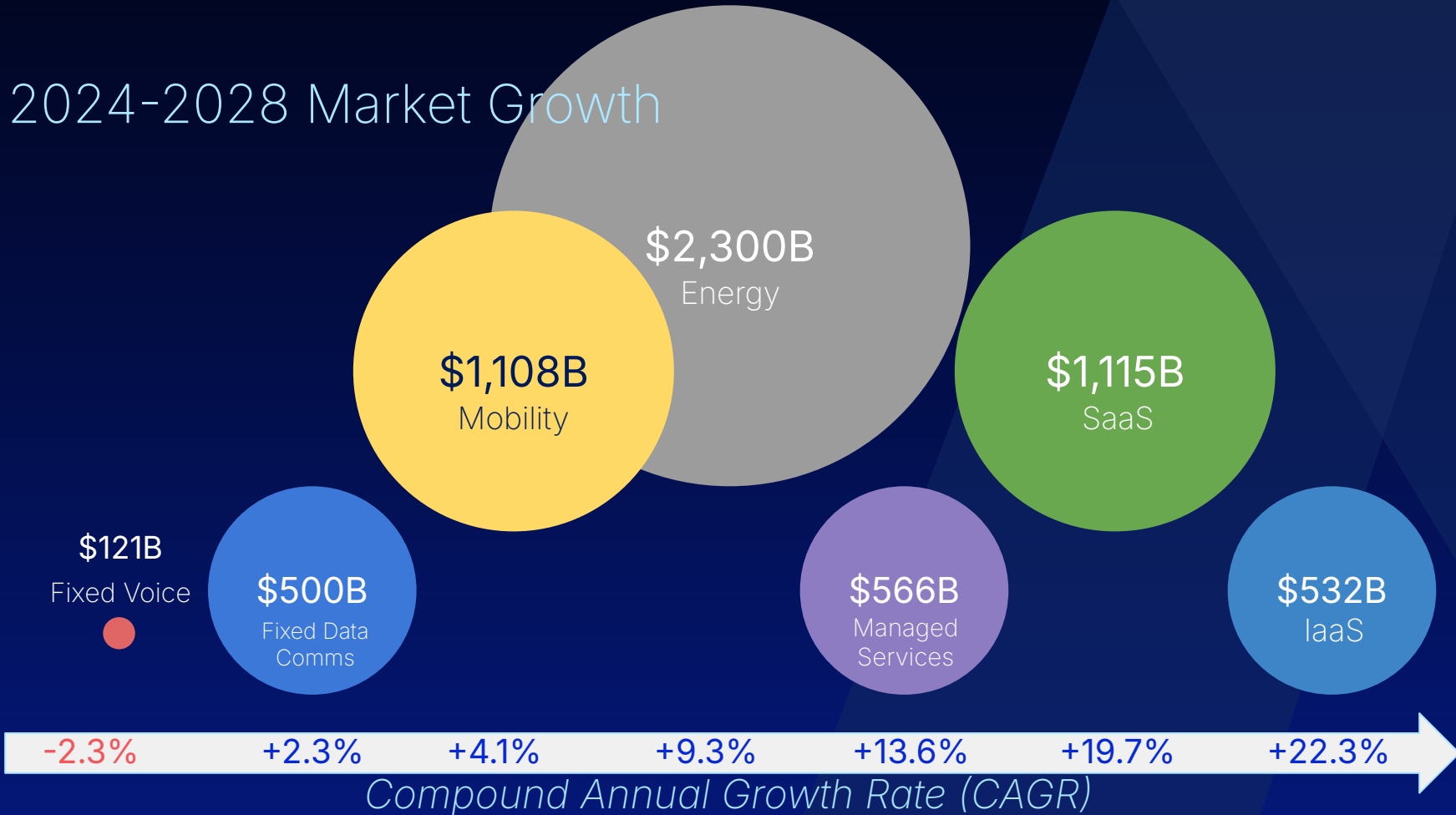# 2024-2028 Market Growth

$2,300B
Energy

$1,108B
Mobility

$1,115B
SaaS

$121B
Fixed Voice

$500B
Fixed Data
Comms

$566B
Managed
Services

$532B
IaaS

| -2.3% | +2.3% | +4.1% | +9.3% | +13.6% | +19.7% | +22.3% |

Compound Annual Growth Rate (CAGR)

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High performance sales team that works and closes sales on your behalf

No cost to you to help grow your business
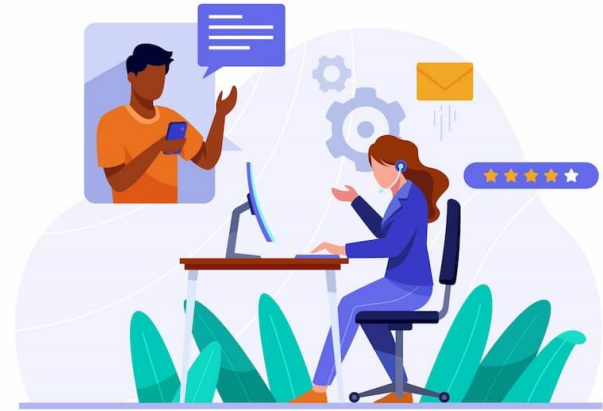
One-stop shop
Highly-trained industry experts that can speak to the entire technology stack

Extended hours
Available to take leads Mon-Fri, 7am-9pm CST; weekends, other hours upon program request

Optimize sales performance
Pay-for-performance model ensures every sales opportunity is maximized

Drive new revenue streams with minimal effort

AppDirect Referral Program experts sell solutions and close deals on your behalf

- **Create new revenue streams** - Tap into lucrative markets with a more diverse range of services and increase your share of wallet.

- **Improve your worth to your customers** - Offer them value-added services from the AppDirect multi-category catalog and establish yourself as their trusted partner.

- **Reduce your cost of acquisition** - See a quick return on your investment, at little to no cost.

- **Get full campaign performance visibility** - View detailed performance reports for your campaigns. They include essential metrics such as call-to-close ratio, net conversion, ARPU, and more.

- Customize the program to meet your objectives

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How Does It Work

AppDirect OmniCenter

Discovery/Quote

Close

Expand

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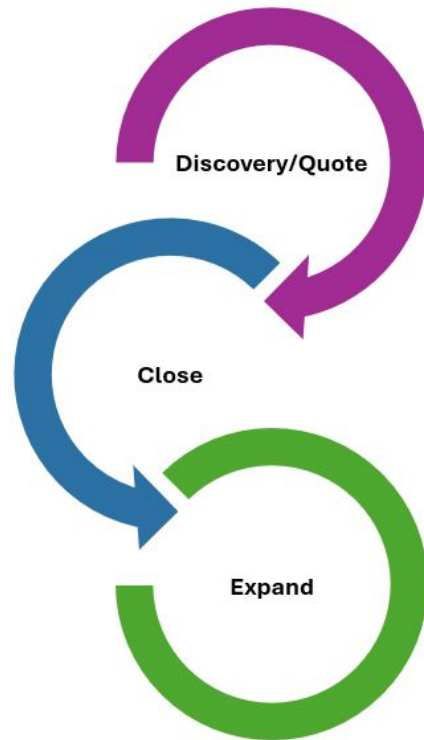
How Does It Work

Each advisor is provided **_unique_** assets to leverage:

- Toll free number(s)

- Branded webform

- Optional code to embed webform into a website, newsletter, marketing email, etc

- Activity is tracked unique to your business needs for reporting purposes

- Quotes and orders visible in reporting via Providers Sales in your Marketplace

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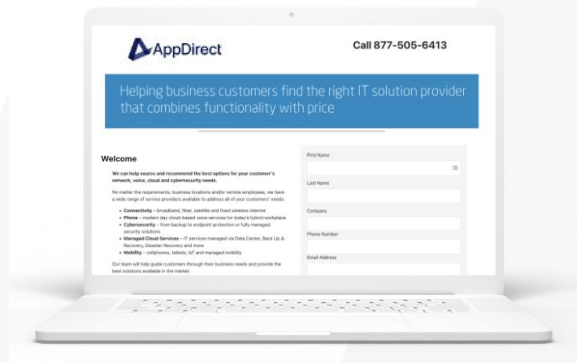
YOUR Logo

AppDirect

Save on all your technology needs – savings are one phone call away!

For immediate access to a Technology Solutions Expert Call 800-555-1212

Unique Toll Free #

Custom Content

Welcome Business Customers:

AppDirect can help source and recommend the best options for your business when it comes to your telecom, software and IT needs.

No matter the requirements, business locations and/or remote employees, AppDirect has service providers to address all your needs:

- **Connectivity**: broadband, fiber, satellite and fixed wireless internet
- **Phone**: modern day cloud-based voice services for today's hybrid workplace
- **Cybersecurity**: from backup to endpoint protection or fully managed security solutions
- **Managed Cloud Services**: IT services managed via Data Center, Back Up & Recovery, Disaster Recovery and more
- **Mobility**: cellphones, tablets, IoT and managed mobility
- AppDirect's team will help guide customers through their business needs and provide the best solutions available in the market.

First Name | Last Name

Company

Phone Number | Email Address

Sales Rep First Name | Sales Rep Last Name

Notes

I understand that this form and the information I provided will be sent to a third-party affiliate. I consent to receive a call from this third-party service affiliate for the purpose of discovery and quoting for desired services, which could result in wireless charges, at the number provided. I understand that consent is not a condition of purchase.

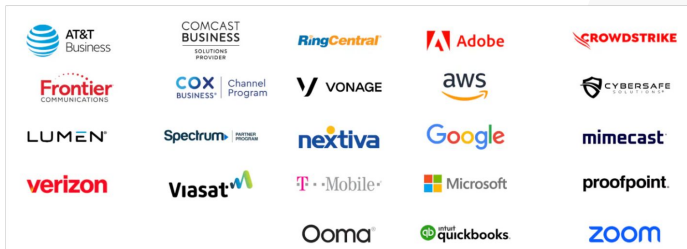☐ I have read and agree to the Terms and Conditions.

SUBMIT

Customer Input field.

Can also be embedded in a website, email, etc.

Contact **800-555-1212** for more information.

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Accountability: Always know how we're performing for YOU

	JUL	AUG	SEP	OCT	TOTAL
Leads Handled	128	157	171	166	**622**
Qualified Leads	98	120	130	124	**472**
# Sales	34	41	47	42	**164**
Close Rate	35%	34%	36%	34%	**35%**
MRC	$18,367	$12,648	$15,228	$17,075	**$63,318**
ARPU	$540	$308	$324	$407	**$386**

TFN	Campaign / Source	Handled	Qualified Leads	Leads Sold	MRC Sold	Qualifed Lead To Close	ARPU
(855) 555-1111	Advisor - Website	88	17	7	$1,277.33	41%	$182.48
(855) 555-3333	Advisor - Sales Rep A	23	17	11	$2,225.57	65%	$202.32
(855) 555-5555	Advisor - Sales Rep B	11	2	1	$189.99	50%	$189.99
(855) 555-6666	Advisor - Sales Rep C	10	3	2	$475.00	67%	$237.50
(800) 555-1414	Advisor Q2 Customer Newsletter	60	13	7	$831.93	54%	$118.85
(800) 555-1515	Advisor Cable Marketing Campaign	30	10	7	$1,312.75	70%	$187.54
		222	**62**	**35**	**$6,312.57**	**56%**	**$180.36**

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When to Leverage The Referral Program

Walking away from smaller, transactional opps

Currently lack the skill set to close more complex opportunities

Looking to expand upsell and cross sell opportunities to your customer base

You are new to the channel and need help closing business

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Use Cases / Case Studies

Case Study

Traditional Advisor

Challenge:

Advisor's business was moving up the tech stack but SMB opportunities held them back

Attempts to balance the sales demands of both led to lost sales/revenue

Weighed adding headcount or walking away from the SMB customer that built their business

AppDirect Solution:

- Monetize all SMB opportunities by providing a team to close these opportunities

- Eliminate cost/need to hire

- Allow Advisor to focus full time on higher value opportunities

Results:

During first year....

- Pivoted their internal team's focus to mid-market and complex opps

- Overall Revenue ↑ 37%

- Added ∼ $43K in new commissions thru Referral Program

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Case Study

Advisor Needing Help Selling SaaS

Challenge:

Advisor is a one person IT Consulting company focused primarily on managed services. Clients were looking for help with SaaS needs.

Advisor lacked skills to sell SaaS and needed a streamlined solution.

AppDirect solution:

- Provided their clients a concierge service where they could reach out to experts to help acquire the SaaS solutions needed.

- Set up an initial marketing campaign to make client base aware of SaaS options and concierge service

Results:

5 clients initially reached out with help on their Google licenses.

~ $10K ACV licenses over next 6 months

Advisor leaning further into referring all SaaS leads to AppDirect

Case Study

Performance Marketing Agency

Challenge:

B2C agency looked to add business services to diversify its portfolio

Their call center team lacked the skills to close B2B opportunities

Attempted to partner with others but found they lacked the level of detail in terms of accountability and processes

AppDirect solution:

- AppDirect's highly skilled B2B sales team to handle all calls

- Multiple 800#s and webforms tied to their unique marketing sites

- Detailed reporting to demonstrate ROI and support continued reinvestment

- Sales enablement to help build skills for their small, internal team

Results:

~ $1M month billing base

Expansion beyond SMB sales

7 Consecutive President Club trips

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Key Takeaways

Extend your sales team and increase revenues without any additional cost to you

No cost for set up, toll-free numbers or webforms

Unique tracking ensures sales are ***always*** tagged to your company

You get paid on **ANY** sales made to your customer

You can leverage this program AND still sell on your own

The customer is **ALWAYS** yours

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Panel / Q&A

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Camille Jones
Managing Director, OTT Consulting

AppDirect OmniCenter
Matt Turk - Director of Sales
John Wilson - Manager, Referral Team
Shahn Moten - Sr Account Executive

Book a Meeting

Bill Vander Vennet

Director, Strategic Sales

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Assets and resources

Scan this QR code to access assets related to this session

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Thank You

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