

# United in Growth

Channel Partner Program Designed for Partner Success

## 4 Key Pillars of the TechMD Channel Program



Responsiveness to opportunities (same day) including quick qualifications in/out to value your time.



Provides a wide variety of educational and training resources to our partners.



A focus on understanding your business to improve alignment with your opportunities.



A drive to reinforce our partners in their role as trusted advisors to their clients.

## Dedicated National Sales Manager

Serves as your single contact for everything channel and makes for seamless marketing and communication both internally and externally.

## New Revenue Opportunity

Dedicated Partners are paid residual monthly commissions. One of TechMD's biggest strengths is our ability to be brought into a customer on an initial pain point, and then from there, expand into providing multiple other services over time within that same account. TechMD's scalable services span up and down the IT stack - giving our partners a true competitive advantage.

## Channel Rules of Engagement

- ✓ **Ownership of Opportunity** -- First to register opportunity has advantage. TechMD will notify that entity of any additional attempts to register and advise the partner they should get in touch with the client. First to execute a contract or service order with a client makes the deal theirs to lose.
- ✓ **Channel Conflict and Overlap** -- If there is a close overlap where two partners or one partner / one direct rep receive an opportunity in close proximity, the party that received the opportunity first owns it, however the sales rep may choose to cut in the partner based on the relationship and value they could bring to assisting in closing the deal. This would involve modifying the commission rate in this instance and would require approval from all parties.
- ✓ **Channel Etiquette** -- As a Supplier, TechMD recognizes that the partner owns the relationship with the client and we are very careful to make sure that line never gets crossed. Partners are copied in on all communication with the end client and of course approval is first required before we engage with the end client in any capacity.

## Primary Service Offerings

- Managed security solutions
- Managed IT services
- Dedicated cloud based services
- Server, network monitoring & support
- User device support
- Managed business continuity & disaster recovery

## Consulting Engagements

- Technology assessments
- Cybersecurity risk assessments
- Virtual CISO
- Virtual CIO

## Interested in learning more about our Channel Partner Program?

Agents and Technology Consultants partner with TechMD to leverage our technical expertise coupled with our managed services. TechMD is considered a trusted advisor that partners rely on to offer their clients technology services.

