**How to Become a VoIP Reseller**

With the influx of remote working, Managed Service Providers are considering recurring revenue options to add to their services, one of them being VoIP. Reselling VoIP has become very popular as communications are the key to success in any business. It is relatively easy to get started reselling VoIP and you do not have to be an expert in its advanced technology. All you need is a basic understanding of what VoIP is and the top features and benefits it offers your customers’ modern business.

If you are wondering how to become a VoIP reseller and partner with a Loop Communications, a Fully Managed Hosted VoIP provider with the top-rated customer service in the industry, please contact [partners@loopcommunications.com](mailto:partners@loopcommunications.com) or [fill out our inquiry form here](loopcommunications.com/voip-partners/) to get started!

**Here are a few things to consider before you get started:**

**Choose Your Business Model**

What VoIP business model should you work within? There are three main models of the VoIP reselling business, each of them has a different scale, responsibility, and advantages/disadvantages.

**1—Choosing a Solid VoIP Provider:**

The easiest approach to becoming a VoIP dealer sales agent for an established VoIP provider. You will act as their partner and sell the service to your customers while most of the time making a commission. Loop Communications offers a recurring commission for every customer our MSP partners bring on board. The advantage is you will not need to employ any technical staff, but you will need to have the skills to recruit customers and assist with pointing them in the right direction. You still own the customer relationship but with Loop, we fully manage their VoIP service and perform all technical updates and maintenance changes, leaving you to focus on your core business offering. Some may think this option brings a disadvantage when you cannot control the pricing for your customers. Loop Communication’s always offers straight-forward no gimmick, no tricks, pricing. For you and your customers, the pricing is clear and there are no hidden fees or additional costs for features included in the VoIP system.

**2—Build Your Own Solution as a VoIP Reseller:**

The second option is to become a self-sufficient VoIP reseller for an established VoIP operator. This concept, also known as white labeling, is selling the product and services as your own, meaning you must take full responsibility for provisioning and supporting the entire VoIP system for your customers. And if something goes wrong, it is on you to fix the problem and console the customer, do you have time for that? The advantage may be larger profit in the long run, however, it is at the expense of your time as you will focus less on your core competency and devote more time to the technical support of VoIP. The disadvantage is you need to be sufficient in your skills as a VoIP operator and technician; A good amount of MSPs prefer to leave the technical aspect to a VoIP provider so they can spend more time offering their primary services.

**3—White-Label and Resell a VoIP Solution:**

The third option is to become a reseller for a VoIP provider. You will be able to brand the VoIP service as your own and have full control over pricing, customer relationships, and contract terms. If you do not have the ability to delegate system provisioning and technical support to the VoIP operator, then you will need to find technical resources of your own. Gaining more freedom over your customers means having to take responsibility for billing, troubleshooting and technical maintenance.

**So, What Skills Do You Need?**

Each business model requires a different set of skills and a level of knowledge in VoIP systems but all of them require some skills in sales and marketing. When you can reach the customers and are successful at persuading them to buy from you, then the biggest hurdle has been jumped. Operating successfully as an MSP dealing VoIP is having effective lead-generation processes with informative information for your customers and good salespeople. To be able to deliver support and VoIP solutions on your own, you will need some technical skills. It is not necessary to be a telephone engineer but, understanding the network and how data configures internet routers and IP telephones is a foundation of knowledge that is needed to get started. If you already have the skills needed to install and maintain IT equipment, then it should be relatively easy to go to the next level and learn about setting up your business to sell VoIP solutions.

**How to Choose Your VoIP Provider**

There are plenty of VoIP providers in the US, and they are all wanting to partner with you. They all use similar underlying core technology and offer most of the same capabilities. What separates a good VoIP supplier from the rest is the quality of their customer support, pricing, contract terms, commercial terms, and their work practices. Here are 12 factors to consider:

* The pricing structure for the service. Additional cost for features? Are calls included?
* How are you compensated? Commissions vs purchase and mark-up.
* The reputation of the supplier. Research customer and partner reviews.
* How easy is it to reach a real person at the vendor if you need assistance?
* How easy is it to place new orders?
* Do you have to hit a sales target / quota / minimum?
* Are you or your customers tied into long contracts?
* Does the vendor also compete with you on other services you offer (managed services, etc)?
* Does the vendor work exclusively with the channel, or do they have a direct sales force as well?
* Will the vendor help with pre-sales consultancy?
* Will the vendor set up the system and manage technical support for your customers if you need them to?
* Will the vendor provide included updates with new features for customers if you need them to?

**How to Decide on Your Target Market**

The good news is every kind of business enterprise of any size is a potential customer for a VoIP solution. Every business needs a phone number and a way to manage incoming and outgoing calls to their customers. In your region, you can target industrys that you can reach efficiently.

Start with customers you already serve who are looking for expansion or a more capable phone provider in their business. They already trust you and are more likely to be interested in the benefits and [features](https://www.loopcommunications.com/business-phone-system-features/) of a [Fully Managed Hosted VoIP System.](https://www.loopcommunications.com/business-phone-system-features/)

**How to Be Different?**

A great way to sustain trust is to eliminate long term VoIP contracts with your customers.  Not only does it show you are willing to do what it takes to make the customer happy each month, but contract end dates often give the customer a reason to look elsewhere. You want to keep your customers loyal long-term, so they choose you over anyone else. It is a hassle to change your business operations, do not give them a reason to.

A great way to sustain initiate and sustain trust is eliminating the idea of contracts for customers. Especially month-to-month contracts that are recurring, give the customer a reason to look for something different. With Loop Communications, our MSP partners and customers are never locked into a contract—our team is dedicated to serving and earning your business every day.

Now that you know how to choose which business model to go after, or the [VoIP supplier](https://www.loopcommunications.com/about-loop-communications/) you’d like to partner with, you can choose your customer audience to target and grow any necessary skills to get started having success in your career.

**If you are interested in learning more about our partner program please click here or**

**call us at 800-586-0321.**

[**partners@loopcommunications.com**](mailto:partners@loopcommunications.com)**.**