



10 TIPS FOR CHOOSING THE PERFECT

VENDOR PARTNER

E-Book



loop
communications





HAVE YOU EVER BEEN STUCK IN A
BUSINESS RELATIONSHIP THAT
TURNED OUT TO BE A DISASTER?



OR MAYBE YOU HAVE HAD A
WONDERFUL EXPERIENCE AND
THINGS ARE GOING SMOOTHLY?



AS WE FACE A PIVOTAL TIME,
MANY BUSINESSES ARE MAKING A
TRANSITION TO THE CLOUD AND
HAVE REALIZED ITS POTENTIAL
TO GROW, WHILE ELIMINATING
COSTLY, TIME-CONSUMING, AND
COMPLEX INFRASTRUCTURE
MANAGEMENT.

Migrating your business services to the cloud infrastructure.

ONE OF THE MANY PARTS OF
MIGRATING YOUR BUSINESS
OR SOME SERVICES TO A
CLOUD INFRASTRUCTURE
INCLUDES SELECTING A
VENDOR PARTNER, WHICH
CAN MAKE OR BREAK YOUR
TRANSITION PROCESS.

According to smartermsp.com



HAVING A STRONG
VENDOR RELATIONSHIP
WILL MAKE YOU GROW AS
AN MSP. THERE ARE MANY
CLOUD PROVIDERS IN THE
MARKET FOR VARIOUS
SERVICES, MAKE SURE
YOU HAVE THE BEST!

Loop Communications

PARTNERS WITH MSPS TO
PROVIDE FULLY-MANAGED
HOSTED VOIP PHONE
SYSTEMS TO YOUR
CUSTOMERS, AND WITH THE
TOP-RATED CUSTOMER
SERVICE IN THE INDUSTRY!
MSPS WHO TAKE THE TIME
TO ENGAGE IN THEIR
PARTNERSHIPS WITH
VENDORS ARE MORE LIKELY
TO SCALE AND GROW
FASTER.

Strategic vendor partnerships.



HAVING AVAILABLE
RESOURCES TO HELP
DEVELOP AND STRENGTHEN
YOU AS AN MSP IS CRUCIAL
TO YOUR SUCCESS IN YOUR
SERVICE OFFERINGS AND
YOUR BUSINESS'S
CAPABILITIES.



**TO MAKE A STRATEGIC
PARTNERSHIP WORK,**
COMMIT TO BUILDING TRUST
AND MAINTAIN ENGAGEMENT
WITH FEATURES OF THEIR
PARTNER PROGRAM. A
QUALITY VENDOR SHOULD
ALSO HELP IN THE
DEVELOPMENT OF THE MSP
BY OFFERING RESOURCES OR
RECOMMENDING EXECUTION
STRATEGIES OF THEIR
PRODUCTS & SERVICES TO
THE CUSTOMER BASE OF
YOUR BUSINESS.

Developmental resources may include:

- technical support
- marketing assistance
- lead team advice
- paid commissions

A STRONG VENDOR PARTNER
WILL ENFORCE YOUR
OPERATION EFFICIENCY BY
GIVING RESOURCES NEEDED
TO AUTOMATE AND SIMPLIFY
YOUR BUSINESS
PRODUCTIVITY.

**But don't get stuck
with a disastrous
vendor partner!**

*Instead,
let's dive into*

**10 Key Tips for
Choosing
the Perfect
Vendor Partner**



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1. Identify a true partnership.



Having two-way
dialogue is key

VENDORS SHOULD LISTEN TO THE MSPS THEY SERVE TO KNOW WHAT PRODUCTS, SERVICES, AND SUPPORT THEY ARE NEEDING. MSPS SHOULD PROACTIVELY ENGAGE WITH THEIR VENDOR PARTNER TO ENSURE THEY HAVE THE RIGHT TOOLS FOR PROMOTING TO THEIR CUSTOMER BASE AND ARE MET WITH NEW OPPORTUNITIES WITH A COMPETITIVE ADVANTAGE IN THEIR MARKETPLACE.

MSPS OFTEN DO NOT HAVE THE
TIME TO SUPPORT NEW, FULL-
SCALE SERVICE OFFERINGS. BUT
VENDOR PARTNERS CAN HELP FILL
THIS GAP.

Important questions to ask:

- »»» How does the vendor partner invest in making MSPs successful?
- »»» Is there marketing collateral designed to support MSPs' sales efforts?
- »»» Is there marketing collateral designed to support MSPs' sales efforts?
- »»» What materials, pricing, or programs do they provide so that MSPs can go out there with a strong offering, grow their client base, and increase sales?



Loop Communications

WORKS DIRECTLY WITH MSPS
TO OFFER THEIR CUSTOMERS
THE PERFECT FULLY-HOSTED
BUSINESS VOIP SOLUTION. WE
PROVIDE ALL OUR PARTNERS
A FREE RESOURCES SITE WITH
SALES AND MARKETING
SUPPORT TOOLS TO ENSURE
THEY ARE EQUIPPED TO GO
AFTER NEW BUSINESS.



2. Evaluate support methods



**Look for honest,
responsive
vendor partners**

VENDORS THAT REGULARLY
MEET WITH YOU TO HAVE
HONEST DISCUSSIONS AND
RESPOND TO FEEDBACK ARE
QUALITY. A VENDOR SHOULD
DISPLAY THEIR AREAS OF
EXPERTISE AND BE A SOUNDING
BOARD OR SUPPORT SYSTEM
FOR THEIR MSPS WHEN
LAUNCHING THEIR SERVICES.



Loop Communications

STRIVES TO TAKE THE LOAD OFF
OUR MSP PARTNERS AND ENSURE
A SMOOTH TRANSITION INTO
HOSTED BUSINESS VOIP. YOU MAY
ALSO WANT TO EVALUATE THE
SUPPORT FOR YOUR CUSTOMERS
WHEN UTILIZING OR EXPERIENCING
ISSUES WITH THEIR SERVICE.

**Partner Now with the #1 Top-Rated
Custom Service in the industry.**



Important questions to ask:

»»» How quickly do your customers receive support for the query?

»»» Will the vendor assist your customer through onboarding processes?

»»» Will the vendor be there every step of the way for technical installation?

»»» Who can you rely on for maintenance support?



Ranked #1 in overall customer service according to feedback from G2 Crowd



Stevie Award winner for customer service



Average rating of 5 stars per verified TrustSpot reviews

3. Assess availability



Listen, share,
communicate

A STRONG VENDOR PARTNER
IS ALWAYS BUILDING
RELATIONSHIPS WITH
PARTNERS AND CUSTOMERS—
IF THEY ARE PUTTING IN THE
TIME TO BE AVAILABLE AND
LISTEN, SHARE, AND
COMMUNICATE TO YOU OR
YOUR CUSTOMERS, THEN
CHANCES ARE, THEY ARE A
GOOD QUALITY VENDOR.



Important questions to ask:

- »»» How often is your vendor partner available for you to pick up the phone and call them on a whim for advice or support?
- »»» When is your vendor partner available to answer questions or help configure the service with your customers?
- »»» Will the vendor be there every step of the way for technical installation?
- »»» Who can you rely on for maintenance support?

"Loop significantly reduced our costs and improved our reliability and functionality. By listening, instead of talking to us in terms and language we don't understand, we now feel like we have a real partner"

-Operating Partner / Keller Williams

4. Verify reliability



Check if the provider can support your expansion

CHECK THE CLOUD PROVIDER'S

- ✓ **reliability**
- ✓ **performance attributes**
- ✓ **verified reviews**
- ✓ **financial condition**

MSPS SHOULD VERIFY THE PERFORMANCE GROWTH AND FINANCIAL CONDITIONS OF THE VENDOR PROVIDER TO ENSURE THEY CAN SUPPORT THE USER'S EXPANSION IN TERMS OF THE TECHNOLOGY REQUIRED TO SUPPORT YOUR GROWING BASE OF CLIENTS.



Important questions to ask:

- »»» What is the retention rate of your vendor's user base?
- »»» How often are customers complaining?

LOOP COMMUNICATIONS USES **G2 BADGES** TO HELP COMMUNICATE TO MSPS HOW OUR CUSTOMERS FEEL ABOUT OUR VOIP SOLUTION.



LOOP WAS ALSO RECOGNIZED BY THE **CHARLOTTE BUSINESS JOURNAL'S FAST 50** FOR THE SECOND YEAR IN A ROW!



5. Verify reputation



92% of customers will trust peer recommendations when considering a new partner.

CONSIDER THE NETWORK OF YOUR TRUSTED COLLEAGUES, OTHER MSPS, INDUSTRY LEADERS, AND IN-DEPTH RESEARCH TO FIND OUT WHETHER THE COMPANY OFFERS THE SERVICES, SUPPORT, AND REQUIREMENTS YOU NEED.

EVALUATE THEIR SERVICE OFFERINGS, REVENUE MODELS, AND PRODUCT SCALABILITY AND COMPATIBILITY WITH YOUR CURRENT AND FUTURE BUSINESS OFFERINGS.

IT IS ALSO CRUCIAL TO RESEARCH CUSTOMER REVIEWS TO SEE HOW YOUR VENDOR PARTNER IS TREATING YOUR CUSTOMERS WITH THEIR SERVICE AND TECHNICAL SUPPORT ABILITIES.

6. Review technology



Find a vendor whose technology solution aligns with your service offerings and sales goals.

ANOTHER CONSIDERATION FOR AN MSP IS HOW WELL THE VENDOR'S TECHNOLOGY COLLABORATES OR COMPLIMENTS YOUR CURRENT TECHNOLOGY/SERVICE OFFERING.

Important questions to ask:



Is there an opportunity for technology integration?



Is there technology to help keep my business innovative with their services?



Is the system infrastructure fast, scalable, reliable, and responsive.

Having a vendor with reliable technology, whether it be for cloud migration, mobility solutions, security, VoIP, etc. will be beneficial for you and your customers.



LOOP STARTED OFF AS A GENERAL TECHNOLOGY FIRM OF CLOUD MIGRATION, MOBILITY SOLUTIONS, SECURITY ISSUES — WHATEVER THE ISSUE, WE MADE IT WORK!

BUT OVER TIME WE NOTICED A PATTERN: EVERYONE HATED THEIR PHONE SERVICE.

THE CUSTOMER SERVICE WAS POOR, THE PRICING WAS TERRIBLE AND SERVICE AGREEMENTS COULD BE LUDICROUS.

SO, WE BUILT A NEW BUSINESS PHONE SYSTEM INFRASTRUCTURE FROM THE GROUND UP THAT WAS FAST, SCALABLE, RELIABLE AND RESPONSIVE.

7. Assess communications



Failure to communicate is one of the top complains that MSPs have with vendors

SIMPLE THINGS LIKE COMMUNICATION OF A PRICE CHANGE, PRODUCT OR FEATURE LAUNCH ARE SO IMPORTANT TO THE SUCCESS AND FLUIDITY OF YOUR MANAGED SERVICE BUSINESS.



FIND VENDORS THAT COMMUNICATE OFTEN, COMMUNICATE WITH VALUE AND YOU IN MIND, AND INCLUDE YOU IN FORMING KEY DECISIONS.

8. Review resources



MSPs don't have to become complete experts in the technology or services they sell

A GOOD VENDOR SHOULD NOT ONLY TRAIN THE MSP ON THE PRODUCT OR SERVICE OFFERING BUT PROVIDE THEM WITH ADDITIONAL LONG-TERM RESOURCES SO THEY CAN BECOME SELF-SUFFICIENT.

QUALITY RESOURCES PROVIDED BY THE VENDOR SHOULD HELP THE MSP INTERACT WITH CUSTOMERS TO SELL THE SERVICE, PROVIDE UPDATED MATERIALS TO PROMOTE THE SERVICE AND OFFER CONTINUAL SUPPORT HELP FOR ANY TRAINING QUESTIONS OR CONCERNS.

Most MSPs do not have the specialist skillset or capability required to build sales and marketing into their newly acquired services' business plan.



But a good vendor partner, like Loop Communications, offers our MSPs an exclusive partner resources site that contains sales and marketing collateral and techniques to help you succeed in re-selling VoIP.

Important questions to ask:

- »»» **Does your vendor communicate often through different touchpoints?**
- »»» **Do they communicate with value and with you in mind?**
- »»» **Does your vendor include you in forming key decisions?**

9. Calculate cost



Providing your customers with an affordable long-term solution is vital

COST IS A VITAL FACTOR FOR ANY BUSINESS. PROVIDING YOUR CUSTOMERS WITH AN AFFORDABLE SOLUTION TO YOUR OFFERING IS EVEN MORE IMPACTFUL ON THE GROWTH OF YOUR BUSINESS.

AN HONEST VENDOR WILL PROVIDE YOU WITH ALL THE COSTS UPFRONT, USUALLY, A QUOTE TO YOU OR YOUR CUSTOMERS, AND WILL NOT TACK ON USELESS CHARGES AND SURPRISE FEES TO TRY AND SNEAK A FEW MORE DOLLARS IN.





Loop Communications has straightforward and easy-to-understand pricing. Our prices never change so **you can expect consistency when it comes to cost for you or your customers.**

“ WHEN OUR OUTDATED PHONE HAD A
NUMBER OF SERVICE ISSUES, OUR
COMPANY BEGAN TO LOOK FOR A NEW
PHONE VENDOR AND PHONE SYSTEM. WE
FOUND LOOP.



THERE WERE CLEAR AND CONCISE
EXPECTATIONS, FEATURES, AND PRICING.
OUR COMPANY REQUIRED A SPECIFIC SET
OF FEATURES THAT WERE ALL FULFILLED WITH
NO EXTRA CHARGES. **”**

-Beth Anderson
Owner / Carolina Home Remodeling

10. Assess the programs



An established vendor will have the experience needed to build solid partner programs.

A GOOD PROGRAM SHOULD INCLUDE

- **OPEN COMMUNICATIONS**
- **TRAINING**
- **EDUCATION**
- **MARKETING**
- **SALES TOOLS**
- **LEAD GENERATION**
- **DEDICATED PARTNER PORTAL**

ALL OPTIMIZED FOR THE SERVICE OFFERING WITHIN THE MSP MARKET.



A good partner program will work to enable you to capitalize on their service offering.

EARN A MONTHLY RECURRING
COMMISSION WITH LOOP
COMMUNICATIONS WHILE ADDING
VALUE TO YOUR PRODUCT OFFERING.



OUR PARTNER PROGRAM OFFERS
DIRECT SUPPORT TO YOUR CUSTOMERS,
WHERE THEY **CONTACT US FOR ANY
PHONE-RELATED NEEDS**, AND WE
TROUBLESHOOT THE ISSUES—NEVER
HAVE TO ACT AS A MIDDLEMAN AGAIN!



**If you are interested in our
Managed Services Partner Program,
please reach out to
800-586-0321 or
partners@loopcommunications.com**



Call us for a free evaluation:
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