



# PARTNER PROGRAM

**SOLVE MORE CUSTOMER CHALLENGES.  
EXPAND INTO NEW MARKETS. GROW YOUR REVENUE.**

## OVERVIEW

Technology sales and implementation continue to evolve. Solutions are more complex requiring the need for more vendors and technologies than ever before. Companies are frantically trying to adapt by moving services to the cloud to support remote workers. Agents, Resellers, and Managed Service Providers must develop a practice that is broader in nature, or they risk being left behind.

By leveraging CANDID's Partner Program, you'll gain immediate access to our turnkey business model, providing you with out-of-the-box IT solutions, tools, and support, to assist with pre and post sales.

Where you don't have the staff, expertise, or time, CANDID fills the gaps and augments your business proficiency so you can focus on what matters most: closing deals, growing your business, increasing your earnings, and providing services and a level of support that your customers and contacts can trust.

Whether you are looking to make some extra money through referrals or you are a full time business and want to add technology solutions to your portfolio, CANDID's Partner Program has options to fit your needs.

## BENEFITS

The CANDID Partner Program offers a suite of technology solutions, tools, and benefits designed to enable sales and provide readily available support that acts as an extension of your team.

### **Be the Trusted Technology Expert Your Customers Count On & Win More Opportunities**

Gain the edge with your customers by delivering cutting edge IT and communication solutions, tools, and customer support at every opportunity. Give your clients the best fitting solutions with the best support by leveraging our thoroughly-vetted portfolio of over **250 leading technology suppliers (click to view)** with offerings in cloud services, unified communications, security, IoT, connectivity, wireless, video collaboration, expense management, and more.

### **Earn More with Advantageous Commissions and Upfront Bonuses**

CANDID's back office provides you instant access to all supplier rates, commissions, and updated monthly bonus offerings from our suppliers.

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## **White-Labeled Carrier Neutral Sales Engineers to Help You Sell**

Win more opportunities with certified engineers to help assist in designing and diagramming custom solutions. Gain credibility with your customers by bringing resources to the table that are similar to direct sales teams.

## **Turnkey Marketing Options to Help You Go to Market Faster**

Gain access to out-of-the-box marketing options such as co-branded and white-labeled marketing material, email campaigns, website analysis, logo and graphic design, and more. Whether you are just starting out, have a small marketing team, or are looking for guidance on your marketing strategy, CANDID's marketing team is here for you.

## **Obtain Serviceability and Quotes with CANDID's Real-Time Pricing Tool**

Getting pricing requires a lot of paperwork, communications, and waiting. Then you have to worry about circuit configurations, vendor verification, customer expectations, and more. Who has that time? With CANDID's real-time pricing tool, aggregating over 70 carrier API's, get instant quoting for hosted united communications, cable, and more, along with access to fiber maps, and "lit" buildings (ready for connectivity) in any state.

## **PROJECT & ACCOUNT MANAGEMENT**

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Take on the task of day to day support, alleviating the burden of managing changes, and free up valuable time. Account management is completely white-labeled and would act an extension of your business, providing expert knowledge, and support. Build trust with customers, provide more value, and ultimately win more business.

### **BILL REVIEW**

Our team reviews customer bills for accuracy, requests credits, and resolves any billing issues to keep your customers happy.

### **MANAGED MARKETING**

Fully managed marketing drip email campaigns and slicks to provide customers, so you can focus on selling.

### **CUSTOMIZED REPORTING**

Reporting for you and your customers for complete awareness of all their paid services, contract dates, etc.

### **SOLUTION SUPPORT**

Design complex solutions for your customers and support the services after they have been implemented.

### **CONTRACT RENEWALS**

Keeping up with contract renewals is pain. Our team will handle all contract renewals and keep you notified.

### **UP-SELLING YOUR BASE**

You will earn commission and upfront bonuses on any new services our account management team sell to your customer.

### **EXPERIENCED ENGINEERS**

Account management will work with engineers to develop complex solutions to meet the customer's needs

### **TICKET ESCALATION**

From ticket escalation to "reason for outage" requests, we will work with the customer to resolve issues so so you don't have to.

## TECHNOLOGY SUITE

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Sell Faster and and Manage Your Customers More Efficiently with the CANDID's Partner Technology Suite

We are committed to our partners' success as we continually seek out opportunities to invest in technology to differentiate themselves and stand out in today's crowded technology marketplace. Our Partner Technology Suite provides instant access to supplier information and contacts, order status, service maps, as well as all the tools listed below. Win more opportunities and provide added value to your customers and differentiate your business from the competition.

### REAL-TIME QUOTING

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Access our real-time-quoting tool that aggregates 71 carrier API's, showing best-fit solution providers, service details, pricing, term, Fiber Maps, Data Center Locator, Automated Contract Generator, and more.

### DECISION MATRICES

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Get side-by-side comparisons of terms, package details, features, app integrations, platforms, contract terms, and more with our decision matrices tool to help you provide instant recommendations to customers.

### BACK OFFICE

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CRM back office with video training, real time pricing, fiber maps, carrier contacts, monthly upfront bonus promotions, email automation, ticketing, and more.

### UNIFIED COMMUNICATIONS (UC) MANAGEMENT SUITE (VOIP,

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Modules that provide actionable business intelligence on how to define, design, integrate, optimize, manage, and monitor and support each customer's unique configuration. Quickly identify network issues and provide complete pictures of networks with their strengths and areas of needed improvement.

- Circuit Monitoring Control
- Pre-Sales Tools
- Network Monitoring
- NOC Services / Ticket Resolution

### ORDER STATUS TRACKING

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When you work with CANDID, you won't have to fear the "what is the status of my order?!" question from your customers. It's just a click away! When we surveyed our partners looking for ways that we could help them better leverage their time, over 70% told us that chasing down order status updates was a major hindrance to growth. After all, spending time looking for information on a deal that has already closed is nothing but a time tax on everyone.

# YOUR INCOME WITH CANDID

Build, grow, and profit with lucrative commission and upfront payment options.

**Our partner program is simple.** Unlike most partner/affiliate programs, there's no complicated tiers with fancy names or unrealistic selling requirements that are impossible to reach. We have three partner options available.

To determine which partnership option is the best fit, we first engage in a brief discovery call with you or your team to determine your goals, level of expertise, and the amount of commitment and ownership you

Partner Type	Description	Upfront	Recurring Monthly Commission
Refer	Refer prospects to CANDID and we do the rest. When the deal closes you earn commission; it's that simple.	20%	20%
Co-Sell	Co-sell with CANDID sales and support. Work in tandem with Candid's team of experts to build customer solutions and close opportunities together.	40%	40%
Self Manage	You'll gain access to CANDID's diverse product portfolio, with the ability to offer your customers customized white labeled solutions either under your own business or as CANDID. You will own the customer relationship from start to finish and be able to engage with the CANDID team for guidance and support when needed.	70%	70%

## RESIDUAL EARNINGS POTENTIAL

Earn the highest commissions without revenue minimums, quotas or exclusivity (non-compete) clauses. Tap-into and earn on exclusive promotions when you close a deal. For any opportunities referred to or sold through CANDID, as long as that customer is in business and paying their bills for services managed by CANDID, you will receive the recurring monthly commission for the lifetime of the customer and can track all of it through the CANDID Partner Portal.

## SAMPLE RESIDUAL PAYOUT

As the business technology market nears \$4 trillion in annual spend, there will be increasing opportunities for technology vendors and service providers to grow their businesses, and for technology buyers to innovate and upgrade their infrastructure, software, and services.

In 2019 the average IT spend (hardware, software, hosted cloud based services, managed services) was 3.78% of revenue across all industries...

For example, a Small-Medium Business (SMB) with an annual revenue of 10 million, would equate to \$378,000 spent on IT. To put things simply, in this example, by earning the business of one SMB's technology sales, you would earn any **upfront bonuses** on current promotions as well as year over year **commissions** based on your partnership agreement with CANDID, as seen below.

Partner Type	Yearly Commission Estimate
Refer	\$7,560
Co-Sell	\$15,120
Self Manage	\$26,460

While this is just an example, it is a good representation of the potential opportunity by closing a deal. Upfront bonuses can be as little as a couple hundred dollars to over \$100,000 depending on the size of the deal and current promotions.

## READY TO GET STARTED?

Our team can have you up and selling in as little as 2 days.

If you want to learn more about any of the program specifics, breakdowns of commission, or are ready to get started, let us know by scheduling a quick 20 minute discovery call with our team.

[Schedule a Discovery Call](#)