Guiding Points for Working with a Vendor-Independent Integrator
Misty Stine - July 22, 2009
Know the Integrator

- Establish Relationships
- Research and understand the integrators’ business
  - Culture
  - Strategy
  - Markets
  - Services and capabilities
  - Project experience
  - Customers
  - Proposal process
Be a Solution Provider

- View the “Big Picture” of a project
  - Help solve the customers’ problems
  - Provide a unique solution
  - Think outside the box
  - Determine whole solution, not just one part
- Provide assistance in developing technically compliant written response to customers’ requirements
Be a Solution Provider cont.

- Real-life applications
  - Consider unique examples that set you apart
  - How do these applications fit the markets the integrator is serving?
- Be responsive, flexible
- Be patient
  - Product research and testing takes time
  - Engineers are often reviewing more than one product at a time
- Provide excellent customer service
Quality Products & Solutions

- Integrators want the Best in Breed Solution
- Provide thorough and accurate product specifications and information
  - Focus on features and functionality that differentiates your product
  - Don’t oversell your product
  - Pass if your product does not fit the project requirements
  - Find the solution that meets the requirements, not change the requirements to meet your solution
Quality Products & Solutions cont.

- Demonstrate successful deployments
  - Where is it installed?
  - Is it User-friendly?
  - Easy to install / integrate?
  - How is it performing?
  - Is the customer happy?
  - What features and functionality of the product are being used in the deployment?
- The more successful deployments, the better
Vendor/Integrator Partnership

- Provide equipment to test in integrators’ lab
- Host lunch and learns
- Provide solid training
  - Design and engineering
  - Installation and configuration
- Participate in partnering sessions with customer
- Participate in PR/marketing activities
  - Speaking at industry conferences
  - Articles in trade publications
  - Sponsoring events
Vendor / Integrator partnership

- Value the integrators’ values (i.e. ethics, honest, integrity)
  - Key traits that are important to the integrator
- Co-develop product market strategies for select vertical markets
- Bring sales opportunities to the integrator
- Honor the lead system
Selection process

- Execute an NDA
- Terms and conditions of the Reseller Agreements
  - MAC’s – minimum annual commitment (sales)
  - Exclusivity
  - Training commitment – initial and annual
  - Back office requirements – forecasting, marketing and electronic invoicing
- Safety Act Certification
- Lead generation program