

select | partner program

Spectralink Select Partner Program is a global partner program designed to reward partner commitment, build stronger long-lasting relationships and better serve customers.

Solving every day. Together.

- Helping businesses thrive by solving everyday problems that deliver outstanding customer experiences
- Deliver depth of customer relationships to gain market share and expand our global reach
- Earn rewards based on your commitment and expertise
- Achieve impressive profitability and a distinct competitive advantage



Our program was created to let you serve your customers, your way

With flexibility and support, every step of the way



Your customers use wireless solutions to streamline communication to quickly respond to the needs of their patients, customers and businesses. With Spectralink wireless telephony, on-site employees that need on-the-go flexibility can roam freely throughout the workplace without sacrificing voice and data coverage or clarity. Our wide range of products allows people to easily connect whenever and wherever the day takes them. And because our workplace wireless systems integrate with existing systems effortlessly, uptime and customer service increase to new levels.

Enhanced partner program

That's why we've enhanced our channel partner program to help you build a solutions-focused enterprise wireless practice with increased knowledge and expertise and the tools to differentiate yourself from your competitors. And that's why we're more committed than ever to helping your turn market challenges into new opportunities by offering innovative solutions that are easy to sell.

Earn increased profit margins

The Spectralink Select Partner Program offers more clearly differentiated program levels that reflect your core competencies and areas of expertise.

With four levels – **Registered**, **Certified**, **Premier** and **Elite** – you leverage pricing and benefits as you advance. You'll gain unprecedented visibility to where the market is going and where you can take your business.

In addition, there are now more tools, support and training to help you move up the ladder.

Choose the level that's right for your business



Critical Success Factors

Spectralink Select builds best-in-class partnerships

Market leading eco-system

Spectralink has been a leader in the enterprise wireless telephony market for over 20 years. Bringing innovative purpose-built devices to market has helped us earn the trust of some of the world's largest healthcare, retail and manufacturing companies. With strategic relationships with Avaya, COBS, Microsoft, and Cisco; and partnerships with leading applications development partners like NovaLink, Multitone, Optiflows, Flexvalley, and more, Spectralink is better positioned to help you deliver a complete wireless solution to your customers.

Simple and easy

Spectralink's Select program was created to provide the greatest level of expertise to our partners, with the minimum amount of time required to master competencies. With online pre-requisites, combined with class-room trainings, we've streamlined the certification program to help you ramp to revenue more quickly.

Fast on-boarding

Spectralink will support your business through well-trained value-added distributors, inside sales teams and access to regional account and marketing managers that can assist you in your overall selling strategy, with public relations support, joint marketing funds for lead generation, and technical support.

Business differentiator

Spectralink is a globally-recognized and trusted brand and market leader in enterprise wireless mobility solutions. Our solutions and professional services portfolio provides you more options to engage with more customers across a variety of markets including healthcare, retail, manufacturing, hospitality, warehousing and education to name but a few. Building your expertise in our market leading DECT, Wi-Fi and WorkSmart portfolio categories will give your business a competitive differentiation in the enterprise and SMB business markets.

Maximize your opportunity based on your core competencies

The Spectralink Select partner program aligns partners into one of four tiers in a way that best maximizes your company's expertise. Your level in the program is determined by two criteria: (a) your competency as it relates to the relevant disciplines within each environment and (b) your commitment to Spectralink. The different levels of

competency and commitment are established by meeting clearly articulated expectations concerning knowledge of the Spectralink product portfolio, training requirements, continuing education, sales and technical proficiency (from design through implementation), executive sponsorship and business planning.

PARTNER LEVEL			
Registered	Certified	Premier	Elite
Familiar with the breadth of Spectralink portfolio solutions and channel programs	Proactively recognize and identify opportunities. Familiar with breadth of Spectralink portfolio and channel programs Familiar with Spectralink resources and tools	Specialized sales and/or technical knowledge in one or more of Spectralink's solutions portfolios, leverage Spectralink expertise for site design, deployment and installation. Productively promoting Spectralink products and services to customers, leverage Spectralink learn for technical and sales, support cooperative business plan and customer satisfaction.	Ability to independently identify and configure Spectralink solutions. Practice built heavily around Spectralink, cooperative business plan, executive sponsorship, staff training and high customer satisfaction levels.
	IDENTIFY	DEVELOP	DESIGN/SUPPORT

Capitalize on today's opportunities to grow your business

Best-in-class training

Best-in-class training helps you build competencies around Spectralink solutions to solve your customer's most challenging problems. This professional education is available as self-paced on-demand online training, live webinars with industry experts, online Learning Management System providing online courses, and instructor-led classroom training for more hands-on applications.

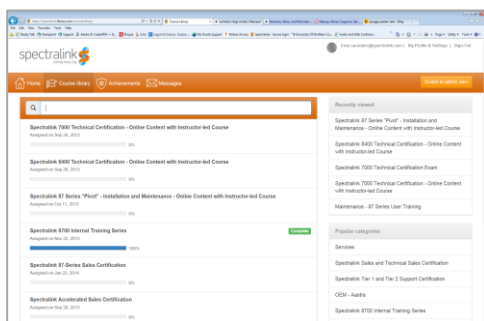
This best-in-class training tool empowers you to become a trusted advisor with an unmatched level of expertise. The training is divided into three tracks, sales, pre-sales and post-sales.

- Sales Track

The sales track builds proficiency in sales expertise to recognize the customer's business challenges, detect and define the customer's needs and overcome any objections.

- Pre-sales Track

The pre-sales technical track provides partners with best practices and technical know-how in designing and implementing enterprise wireless solutions for customers.



- Post-sales Track

The post-sales technical support track is organized by solution portfolio, and provides partners with in-depth technical knowledge to successfully implement and support solutions for customers

Enablement

We are committed to providing our partners with quality, high-impact, and proven sales and marketing tools to help create market demand, generate increased awareness and grow your business.

Spectralink enables our channel partners to leverage any of our sales presentations, webinars, templates, customized product documents, downloadable brochures, and videos on demand – all the resources our internal marketing department uses are available for your use as well.

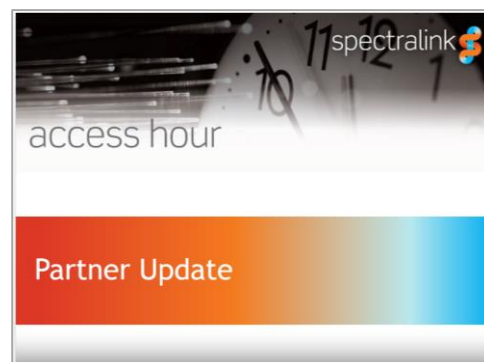
partner access 

Spectralink's dedicated partner portal, [Partner Access](http://partneraccess.spectralink.com) (partneraccess.spectralink.com) makes enabling your sales and marketing organizations easy.



Access Hour

Spectralink offers regular webinars for its partners to keep them up to date on Spectralink solutions, opportunities, wins and roadmap to ensure that you and your business are successful.



Program benefits that add up

The more you advance, the more you benefit

Based on partner feedback, we identified these key program benefits that will help you develop competencies, seize opportunities, be more profitable, and grow your business long term.

Profit

As you progress through each tier of the Select Program structure, your benefits, privileges, and profit opportunities increase. The program provides financial differentiation to partners including upfront preferred pricing, joint-marketing incentives, and other programs that ensure the partner relationship is profitable and well worth the commitment to Spectralink.



Growth Incentives

For our highest Partner Program levels, joint marketing funds are available to assist you in growing into new markets or expanding to new technologies.

Efficient Sales Support

Quickly get answers to all your technical questions via phone, web or email. Receive real-time sales and technical support (direct in EMEA and through your value-added distributor in US, Canada and APAC) including design consultations, and use of Spectralink Solutions Architects for complex sales.

Best-In-Class Sales Enablement

Equip your team with the skills and knowledge to effectively sell Spectralink solutions, via sales

certification supported by a strong partner web portal, Partner Access. Enhance your coverage and close rates with programs like Coffee Talks, Ask the Expert Series and Access Hour quarterly partner webinars. TCO and configuration tools are also available to assist in closing and quoting deals.

Comprehensive Marketing Resources

Spectralink has full service public relations and brand agencies supporting our partners with the creation of strong market case studies, joint press releases and other marketing tools and free self-service resources that changes regularly to support your marketing and branding initiatives.

Global Partner Support

Get fast answers to non-technical questions through your value-added distributor, your channel account manager, or Spectating inside sales aligned with account teams in region. Along with these key benefits, Spectralink Select can help expand your business by providing access to Spectralink's comprehensive portfolio of service offerings and options for partner service co-delivery.

Professional Services

Increase the size and close rate of your deals by leveraging Spectralink's Professional Services to help you sell more products and services, and ensure effective implementation to satisfy your customers.

Mandatory Services and Post-sale Support

Ensure your customers receive superior post-sales support with Spectralink [support and maintenance services](#). To ensure the highest quality delivery of your customers' projects, Spectralink experts will work with your team to design and deploy solutions and train your customers. Read the complete [Implementation Services Requirement Guide](#).

Benefits and requirements

Earning rewards and benefits start with the fulfillment of the requirements detailed below

Refer to the table below to see how you can successfully grow your business with access to financial benefits and resources, depending on your commitment to your Spectralink competencies. [Click here](#) for a guide to Training and Certifications.

Benefits	Elite	Premier	Certified	Registered (Disty Managed)
Financial				
Level discount (Base discount may vary depending on your geographic area)	Additional % off Premier discount	Additional % off Certified discount	Additional % off base discount	Base Discount
Joint Marketing Funds – EMEA/APAC (Resellers)	1.5% Pass Through Via Distribution	1.5% Pass Through Via Distribution		
Sales Development Funds - EMEA/APAC (System Integrators)	1.5% Pass Through Via Distribution	1.5% Pass Through Via Distribution		
Technical				
Access to Spectralink Service & Support	✓			
Spectralink Trial Program (Try & Buy)	✓	✓		
Solution Architect Support	✓	✓		
Spectralink FREE online Sales & Pre-sales Certification	✓	✓	✓	✓
Spectralink Technical Classroom Training (DECT, Wi-Fi & PIVOT)	✓	✓	✓	✓
Sales and Marketing				
Included early in strategy, product & solution launches	✓			
Beta product releases	✓			
Press release support	✓	✓		
Spectralink Welcome package	✓	✓		
Support from Channel Marketing Manager	✓	✓		
Invitation to Spectralink Partner Conference (Where Offered)	2 Attendees	1 Attendee		
Support (Solution Architect) for Spectralink to end-users	✓	On request		
Support (Major Account Manager) at end-user vertical events	✓	On request		
Listing on "Where to buy" at Spectralink.com	✓	✓		
Assigned Channel Account Manager	✓	✓	✓	
Access to partner portal and resources	✓	✓	✓	✓
Demo gear purchase	✓	✓	✓	✓
Requirements	Elite	Premier	Certified	Registered (Disty Managed)
Certification (Per Service Area)				
Sales	2 persons	1 person	1 person	
Pre-sales	2 per product portfolio	1 per product portfolio		
Post-sales (Classroom Training)	2 DECT and Wi-Fi	1 DECT and/or Wi-Fi		
Services				
Design & Installation for DECT and/or Wi-Fi	Spectralink or co-deliver	Spectralink or co-delivery	Spectralink or Distributor	Distributor
Design & Installation for PIVOT	Spectralink or co-delivery	Spectralink or co-delivery	Spectralink or Distributor	Distributor
T1/T2 Support for DECT and/or Wi-Fi	Own*	Own*	Distributor	Distributor
*Elite & Premier partners may provide own implementation services once proof of expertise is provided through co-delivery				

Grow your business now

Easy process to get you started, great tools and resources to help you succeed

Spectralink Select is a global partner program designed to reward partner commitment, build stronger long-lasting relationships and better serve customers.

Two ways to become a reseller

There are two ways to become a Spectralink Select resellers or system integrator:

1. Actively Sell as a Certified Select Partner

This multi-level program gives each partner the flexibility to decide how much time and resources to commit, based on their business model. As you increase your competencies, and service capabilities, your program benefits will increase. Certified partners may elect to specialize in DECT and/or Wi-Fi solutions.

Apply to become a Spectralink Certified partner, by completing the [Partner Application](#) now.

2. Sell Occasionally Working Through Distribution

This quick start program is for the Registered level and is for partners that sell Spectralink solutions occasionally, working through a Spectralink value-added distributor to deliver services and implementation for your customers. Registered partners see the value of Spectralink solutions, but rarely see these opportunities as a part of daily sales. Register to sell occasionally with Spectralink, go to:

[Quick Start Program](#).

Supporting Your Success

Quick links

For more information on Spectralink Select certifications, refer to the [Training and Certification Guide](#) to learn more. For questions on training, contact training@spectralink.com.

Online Partner Portal and Sales Tools

We have a web site committed to you and your business. Visit [Partner Access](#) at for product information, case studies, marketing resources, sales tools and more online learning.

About Spectralink

Spectralink, a global leader in wireless solutions, solves the everyday problems of mobile workers through technology, innovation and integration that enable them to do their jobs better. By constantly listening to how customers move through their workdays, Spectralink is able to develop reliable, enterprise-grade voice and data solutions and deliver them through a powerful, durable device.

Spectralink Europe ApS
Langmarksvej 34
8700 Horsens
+45 7560 2850
<mailto:infodk@spectralink.com>