

WELCOME TO THE NITEL PARTNER ACCELERATOR PROGRAM

Exclusive Marketing Opportunities for Agents

As a channel partner and business owner, every day you juggle responsibilities ranging from sales to customer service to accounting and everything in between. Reaching new customers and delivering new value to existing ones is critical to moving your business forward. This means marketing. But even if you had the time to put together a marketing strategy (which you probably don't), executing it takes time, money and know-how. Sadly, most agents get discouraged or distracted and don't move forward.

YOU'RE DUE FOR AN OIL CHANGE

Like neglecting to change the oil in your car, a sales effort without marketing will eventually just stall out. Effective marketing campaigns and programs ensure that your efforts to grow can continue to move forward by expanding your reach, opening up new opportunities and making sure you can say what you want to say to customers, even if you can't be physically right in front of them.

TOP PARTNERS BENEFIT

Acceptance into the Nitel Partner Accelerator Program opens up opportunities for select partners to leverage Nitel's expertise and resources to execute a customized marketing program for you over the course of the year. We'll collaborate with you to determine the most effective programs and take on the heavy lifting to execute them. You'll receive:

/ Reach

Through a variety of programs, you'll have additional ways to reach customers beyond your current sales efforts. Examples include custom email campaigns and co-branded marketing collateral.

/ Expertise

Our seasoned marketing team can offer strategic guidance and sound fundamental programs executed in accordance with known best practices.

/ Opportunities

Increasing sales effectiveness is the name of the game. A solid marketing program reaches a wider audience quicker and exposes you to opportunities you might miss through a sales-only approach.

EASY AS...

1-2-3

Very often, carrier marketing programs only go halfway in offering you the support you need. With Nitel, we look to take on as much of the heavy lifting as possible. This leaves you with turnkey programs that take into account your guidance and strategy, but don't burden you with the tactical stuff.

1. ACCEPT YOUR PROGRAM

The Nitel team will propose a custom program for you. It will include a list of activities we are offering to execute on your behalf.

2. STRATEGIZE

You'll work with your Nitel partner marketing manager to determine the products, messages, timing and other factors to incorporate into your programs.

3. EXECUTE

Using your input, our team will execute your programs, keeping you informed every step of the way. After a campaign or program is completed, we'll provide useful metrics and recommendations for subsequent efforts.

Nitel appreciates your partnership. We look forward to collaborating on your marketing efforts and bringing new opportunities to your business.