UNDERSTAND THE ADVISOR RELATIONSHIP

More options.
One relationship that stays.

A practical guide to the trusted advisor model - what it means for your technology decisions, your providers and your experience after the sale.

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WHAT A TRUSTED ADVISOR BRINGS

01

Options across providers

The right fit across providers, not the closest fit in one portfolio.

02

A relationship that stays

The relationship belongs to the customer, not a territory map.

03

Follow-through after the sale

Escalations, renewals and billing issues have a single point of contact.

THE QUESTIONS CUSTOMERS ASK

What is a trusted advisor in technology sales?

A trusted advisor (sometimes called a technology advisor or agent) is an independent professional who helps businesses evaluate, buy and manage technology services such as mobility, connectivity, UCaaS, contact center, cloud and security across many providers.

How is a trusted advisor different from a direct carrier rep?

A direct rep represents one provider's portfolio. An advisor represents the customer's needs, compares options across providers and typically stays involved through installation, support and renewal.

Does buying through an advisor cost the customer more?

In most cases, no. Advisors are typically compensated by the providers they work with, so customers generally get the advisory relationship without paying a separate fee for it.



Meet Aaron, your trusted advisor.

Aaron helps businesses make sense of their technology options and find the right providers for their needs.

Connect with him to get started!

Aaron@fireflytele.com

START HERE **Find the advisor you trust. Connect with Firefly.** **fireflytele.com/contact**

PUT THE RELATIONSHIP TO WORK

A clearer decision. Support beyond the sale.

Understand how the model works, then bring your business needs to the conversation.

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Why are carriers investing in their channel programs?

Advisors extend a carrier's reach into businesses its direct teams can't cover efficiently, and they bring well-qualified, well-designed opportunities. Stronger partner programs help carriers grow while giving end customers a better experience.

What can an advisor do beyond buying from a carrier?

Carriers provide the services; advisors manage what surrounds them. That includes multi-provider solution design, contract review, order and installation coordination, and post-sale support for escalations, billing disputes and changes.

What happens when my contracts come up for renewal?

With an advisor, a renewal becomes a review instead of an automatic re-sign. Your advisor looks at what has changed in your business and in the market before you commit again. Sometimes the right advice is to stay with your current provider and technology. Other times the customer may be ready for a technology migration or carrier migration. **A good advisory will tell you to do so.**

BEFORE YOUR FIRST CONVERSATION

Bring the context. Start with the business problem.

01 What needs to change?
The business problem you need to solve.

02 What do you have today?
Current providers, services and locations.

03 When do you need to act?
Renewal dates and your decision timeline.

04 Who needs to be involved?
The teams taking part in the decision.

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