

# 4 steps to be a superstar technology vendor

## 1 Make your first impression matter

- Clear documented processes and procedures
- Strong technical support with problem solving capacity
- Clear and consistent pricing, with margins for the MSP
- Innovation plus fluidity to navigate trends and markets
- Understanding of the needs and challenges of end-users



## 2 Build trust by addressing top concerns

- Solid and transparent partner program
- Clear consistent Service Level Agreements
- Easy to measure ROI for the partner
- Rapid technical and marketing support
- Sales credits for non-delivery of product



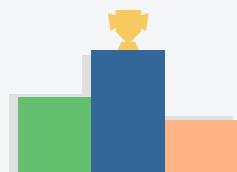
## 3 Show how you'll grow the relationship

- Ability to co-sell with the partner
- Financing program
- Provide leads to partners
- Dedicated partner management team
- No fault return policy (NFR)



## 4 Take things to the next level

- Co-hosted events with partners and their clients
- Ability to allow white labeling of product
- Customer loyalty milestone awards
- A customer advisory board
- Actively soliciting input into product roadmap



More tips for vendor victory!

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