

## spectralink | select

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 revenue, competencies, and service capabilities, your program benefits will increase. Certified partners may elect to specialize in DECT and/or Wi-Fi solutions, and at the highest program levels, PIVOT™ by Spectralink. **To apply to become a Spectralink Certified partner, get started now at: [Partner Application](#)**

#### 2. Sell Occasionally Working Through Distribution

This quick start program is our 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. Registered partners may not sell PIVOT™. **To register to sell occasionally with Spectralink, go to: [Quick Start Program](#).**

### Why Join Spectralink Select?

#### 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 NEC and partnerships with leading applications development partners Amcom, Extension, Rauland-Borg and others, Spectralink is better positioned to help you deliver wireless communications solutions 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 short live courses, 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 distribution 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 SME business markets.



## Benefits of Joining Spectralink Select

Become a Spectralink Select certified partner now, and you can look forward to a broad set of financial, technical, sales and marketing benefits that increase with each partner level. From incentive programs to help accelerate new sales and end-to-end marketing support to expand your reach, to strong technical assistance before and after the sale to help close the deal, Spectralink is dedicated to your success.

**Growth Incentives:** For our highest Partner Program levels, sales development funds will help you increase engagement internally (US and Canada only). For all our partners globally, joint marketing funds are available to assist you in growing into new markets or expanding to new technologies.

**Collaborative Selling:** Easily work with Spectralink to boost your pipeline with strong sales enablement tools to help you close deals, pre-qualified leads from Spectralink's Inside Sales and online Partner Access partner portal to help facilitate collaboration across multiple sales activities.

**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 (<http://partneraccess.spectralink.com>). 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 Spectralink 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 Implementation 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](#).



## Two Ways to Get Started Now

### Get Certified

Become a Certified Spectralink Select Reseller or System Integrator now, complete the online application: at <http://go.spectralink.com/PartnerCertApp>

### Get Registered

Become a Registered reseller to sell Spectralink Solutions without certifications, with the help of your value-added distributor at: <http://go.spectralink.com/ResellerReg>

## Spectralink Select Partner Program Benefits and Requirements

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. To understand the steps to gain certifications, [click here](#).

Benefits	Expert	Pro	Certified	Registered (Disty Managed)
<b>Financial</b>				
Level discount (Base discount may vary depending on your geographic area)	Add'l % off Pro	Add'l % off Certified	Add'l % off Base	Base Discount
Sales Development Funds (US/Canada)	.5% Dedicated	.5% Access		
Joint Marketing Funds (US/Canada)	2% Dedicated	2% Access		
Joint Marketing Funds (EMEA/APAC)	1.5% Dedicated	1.5% Access		
Demo Purchase Program	✓	✓	✓	
<b>Technical</b>				
Pre-sales design and proposal support	✓			
Post-sales support	✓			
Spectralink FREE sales and technical sales courses	✓	✓	✓	✓
Spectralink Trial Program	✓	✓		
Solutions Architect Support	✓			
<b>Sales and Marketing</b>				
May sell PIVOT™	✓	✓		
Inside sales support	✓	✓		
Lead generation	✓	✓		
Marketing support programs	✓	✓	✓	
On-demand marketing programs and assets	✓	✓	✓	✓
Partner portal and resources	✓	✓	✓	✓
Sales enablement training	✓	✓	✓	✓
Opportunity registration	✓	✓		
Listing on Spectralink.com	✓			
Press release support	✓			
Assigned channel account manager	✓			
Support from channel marketing manager	✓			
Executive sponsorship	✓			
Invitation to Spectralink annual partner conferences	✓	✓		
Inclusion in early release and special solutions launches	✓	✓		
Beta customer offers	✓	✓		
<b>Requirements</b>	<b>Expert</b>	<b>Pro</b>	<b>Certified</b>	<b>Registered (Disty Managed)</b>
<b>Certification</b>				
Sales	All	All	All	
Technical sales	2 / Sales Area	1 / Sales Area	1	
Design (US and Canada Only)	2 / Sales Area	1 / Sales Area	1	
Support	DECT & Wi-Fi	DECT or Wi-Fi		
<b>Services</b>				
Spectralink Design & Installation Services Requirement for DECT/Wi-Fi/PIVOT	Gold*	Gold*	Platinum	Platinum
T1/T2 Support (In solution where certified)	Where Certified	Where Certified	Disty	Disty
*Gold & Platinum partners may provide own implementation services once proof of expertise is provided through joint delivery				
<b>Other</b>				
Demo gear purchase	✓	✓	✓	

## Supporting Your Success

Spectralink provides you with the necessary tools and resources you require to succeed.

### Streamlined Certification and Training

Quickly build technical competencies in Spectralink products and solutions with two available tracks, DECT or Wi-Fi support certification that can be achieved in less than 50 hours with a combination of online, self-paced learning followed by two to three days of live, instructor-led lab learning. Refer to the [Training and Certification Guide](#) to learn more.

### Portfolio Specialization

Differentiate your company from the rest of the market and better serve your customer with portfolio specialization in DECT, Wi-Fi or Wi-Fi with PIVOT. Learn more about Spectralink's new WorkSmart solution, PIVOT at <http://www.spectralink.com/pivot>

### Online Partner Portal and Sales Tools

We have a web site committed to you and your business. Visit Partner Access at <http://partneraccess.spectralink.com> 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.

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