

Hire A Telecom Agent Before You Contact A Provider

By Fiber Communications Inc

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Agents have experience with dealing with multiple providers, hence knowing many carriers product set, customer service and pricing points.

Here are 8 excellent reasons for hiring a telecom agent before you contact the provider directly.

- * **Multiple Providers:** agents work with multiple providers to offer a complete solution and several pricing options. The agent may make a recommendation on the provider, but it's the client who makes the final decision on which carrier to utilize for services.
- * **Long-Term Client Relationships:** agents are concerned about their long term viability as an independent company. They build a strong foundation of customers by offering honest evaluations and the best solutions to meet their client's needs. The agent maintains a satisfied client base through continued support and efficient solutions. In turn, the customer looks to the agent for recommendations each time the carrier contract expires.
- * **Understanding the Client's Need Versus Your Own:** Direct carrier reps are concerned with meeting their short term monthly sales quota to ensure continued employment. They achieve this by maximizing the customer's month dollar commitment and contract term. The carrier rep doesn't generally offer the latest sales promotion until the sale looks like it may not close. Once the sale is closed, the direct rep gets no compensation for support and directs the customer to a support number. Conversely, agents are more concerned about obtaining a long-term relationship with the client and doing what is best for the customer's needs versus their own. The majority of carriers compensate agents with a smaller monthly residual, as opposed to a one-time payment as direct reps are paid.
- * **Choice:** most times, agents will offer the customer multiple options, with multiple carriers, giving the customer a choice on which solution they would like to move forward with.
- * **Time Savings:** by utilizing an agent for pricing, proposals & quotes, the agent can offer multiple solutions with multiple carriers, saving the customer time by not having to meet or speak to the individual providers. The agent can offer a full solution with a full suite of products.
- * **Advocate for the Client:** the agent is NOT employed by the carriers. They are independent consultants/agents and are compensated by the carrier only after a sale is closed. Typically, the agent does not have quotas with the carriers and works on the customer's behalf for the best pricing and customer care.
- * **Acts as an Additional Layer of Support:** after an install is complete, most carriers will assign a direct support representative that will be assigned to the account. The agent is also available for support with implementation, provisioning, billing issues and continuous ongoing support.
- * **Carrier Neutral:** agents are not employee's of the carrier's they represent, therefore they are free of restrictions on content, sites, platforms, equipment, and any mode of communications. This helps us align our goals with the business and needs of the client's we are working with.

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