

# Partner Teaming Guide

## Serving You Better Together

Did you know that the Comcast Business Solutions Advisor Program is Teaming friendly?



### Teaming = A Great Opportunity for Mutual Growth



Partners and the direct team are stronger together



Increase deal size



Added customer mindshare and retention



Increase customer satisfaction



Everybody wins!

### When to Request Teaming

- ✓ Partner has a long-lasting relationship
- ✓ Customer is looking for multiple services
- ✓ Partner has already sold or is selling to the customer
- ✓ Customer is looking for aggregation
- ✓ Partner is offering a service that provides a more complete solution

### How to Request Teaming

[Contact sales to discuss your unique opportunity.](#) We offer competitive compensation models to support our partners.

Comcast Business and Masergy are keeping businesses of all sizes future-ready with global solutions that include:



Reliable connectivity



Intelligent networking



Advanced security



And more

We are your one provider for all your secure networking needs.

# Case Studies



## NATIONAL RETAIL CHAIN

**PSM:** Lindsay Snyder

**Services sold:** Managed Connectivity (Broadband and 4G Primary), Managed Business Continuity, Managed WiFi, Managed Voice, Managed Switch and more to 8,000 locations with an MRR of \$1.6 Million.

**How did we win:** The partner, Technology Service Distributor (TSD), indirect sales team and our National Enterprise team worked very closely together to secure this over 8,000 location deal. Collaboration was key in getting this deal closed. The Enterprise team worked through the detailed pricing, terms and conditions, legal questions and many core elements, while also providing expert knowledge in this retail vertical. The partner had an existing business relationship with the customer and was in continuous communication with all parties to build the best possible solution.

This win demonstrated the results we can secure as **ONE company** when we partner with our various sales teams.



## NATIONAL AUTOMOTIVE LEASING COMPANY

**PDM:** Brandon Banks

**Services sold:** SD-WAN Secure with Threat Monitoring and Response (TMR), in addition to Endpoint Detection and Response (EDR)

**How did we win:** The customer had an immediate technology problem that Comcast Business and Masergy were able to solve. This customer was experiencing issues with their technical design and the quality of service with their incumbent Managed Service Provider (MSP). They were also experiencing major pain points around billing with their incumbent MSP. Comcast Business and Masergy were able to bring our combined managed services and solutions to this customer to meet all of their needs – relieving their existing headaches. The power of Comcast Business and Masergy, in conjunction with our direct sales team, were able to fully express our true value proposition with our products and services. We were also able to utilize current SPIFs incentives to drive this deal home with our channel partner.



## SPECIALIZED CHILDREN'S HEALTHCARE FACILITIES

**PSM:** Jeff Riser

**Services sold:** 10 Gig Ethernet

**How did we win:** As the customer's technology advisor, the partner recommended the Comcast Business solution to meet the customer's need for a diverse, low-latency connection into a key data center location. The direct team was also in contact with the customer, and had a previous relationship with them. We collaborated and worked together to improve the customer's experience overall. By working together as one team, we were able to provide a great customer and partner experience. Since then, we have partnered on multiple new sales for this customer and it continues to go well!

## What Partners are Saying About Teaming

“The direct sales rep worked closely with our PSM to really help me and my customer out during this process. They kept us informed during the entire process which is exactly what I was hoping for. Comcast Business and Masergy did right by me, so I want to keep doing right by them.”

– **Mark Blanchard**  
President, Infobahn

“Healthcare will always take priority in any market, but by teaming with a direct sales rep, a PSM can better leverage local resources for pre- and post-sale support. We have a large and demanding customer and by having the 100% buy-in from the local representative who has been in this market for over 12 years, it makes negotiating this customer's asks much easier.”

– **Joe DeStefano**  
CEO, Amplix

## Exclusions and Exceptions

Sales must conform to Comcast Business and Masergy Guidelines of Cooperation. Teaming, special pricing, or other extenuating circumstances may impact payout and are at the sole discretion of Comcast Business and Masergy. Selling partner compensation is determined by the Technology Service Distributor pass-through. Opportunities must be submitted using the standard process. Payments made on orders that do not install may be charged back to the agent. Any orders that Comcast Business and Masergy deem fraudulent will not be counted toward monthly sales results. Comcast Business and Masergy reserves the exclusive right at its sole discretion to modify the Terms and Conditions, up to and including the cancellation of the program without prior notice. [Contact us](#) for restrictions or complete details. Comcast © 2023. All rights reserved.

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