

The Brookside Group, LLC

Building Business Development Relationships
Between Telecom Vendors and Consultants



The Brookside Group

- ◆ Consulting and market research company founded in 1993
- ◆ Help telecom vendors identify, reach and engage influential consultants to grow mutual opportunities, recommendations and revenue
- ◆ Develop new sales and market opportunities through Consultant “channel” influence programs
- ◆ Specializes in tracking and espousing the role and influence of telecom consultants as a key component of the industry’s channel to market structure
 - Conduct annual market study
 - Design, develop and support vendor consultant programs
 - Manage and optimize consultant database
- ◆ Build win/win/win business relationships among consultants, vendors and their mutual customers

Our Team & Assets

- ◆ Senior telecom Sales, Marketing & BizDev resources with extensive resale & influence channel experience
- ◆ Program development across a variety of telecom providers - mature, start-up, early-stage technologies - over the last 10 years
- ◆ Mature and well nurtured database of almost 10,000 independent telecom consultants
- ◆ 10+ years of consultant market intelligence
- ◆ Strong knowledge of who the consultants are, their role and importance in the market and what they want from vendor consultant programs
- ◆ Awareness, Credibility, Trust and Relationships throughout community

Brookside Clients

Sample of Breadth of Brookside's Consultant Program Clients



Brookside & Consultant Market Overview

Sample of Brookside Clients & Case Studies

Planned, Developed, Launched and Help Manage Consultant Program

Service Provider	IP PBX	Infrastructure
<ul style="list-style-type: none"> ➤ Less than 12 months ➤ Highly targeted ➤ 150 members ➤ 70 Strategic/Influential ➤ High interest/Low awareness ➤ 10+ strategic relationships with opportunities ➤ Channel integration and senior management support 	<ul style="list-style-type: none"> ➤ 3 years ➤ Initial SMB focus ➤ 650 members ➤ Measureable increase in awareness and considerations ➤ 4 – 6 qualified opportunities per month ➤ Channel integration and senior management support 	<ul style="list-style-type: none"> ➤ 4 years ➤ Branded, best-in-class program ➤ Grew from 1 to 4 business units ➤ 1,700 members ➤ 90+% high satisfaction rate ➤ 60+% monthly usage ➤ 65% have recommended leading to major new customers ➤ Channel integrations and senior management support

Consultant Channel or Influencer Program

Program Opportunity and Reach

Definition of a Telecom Consultant

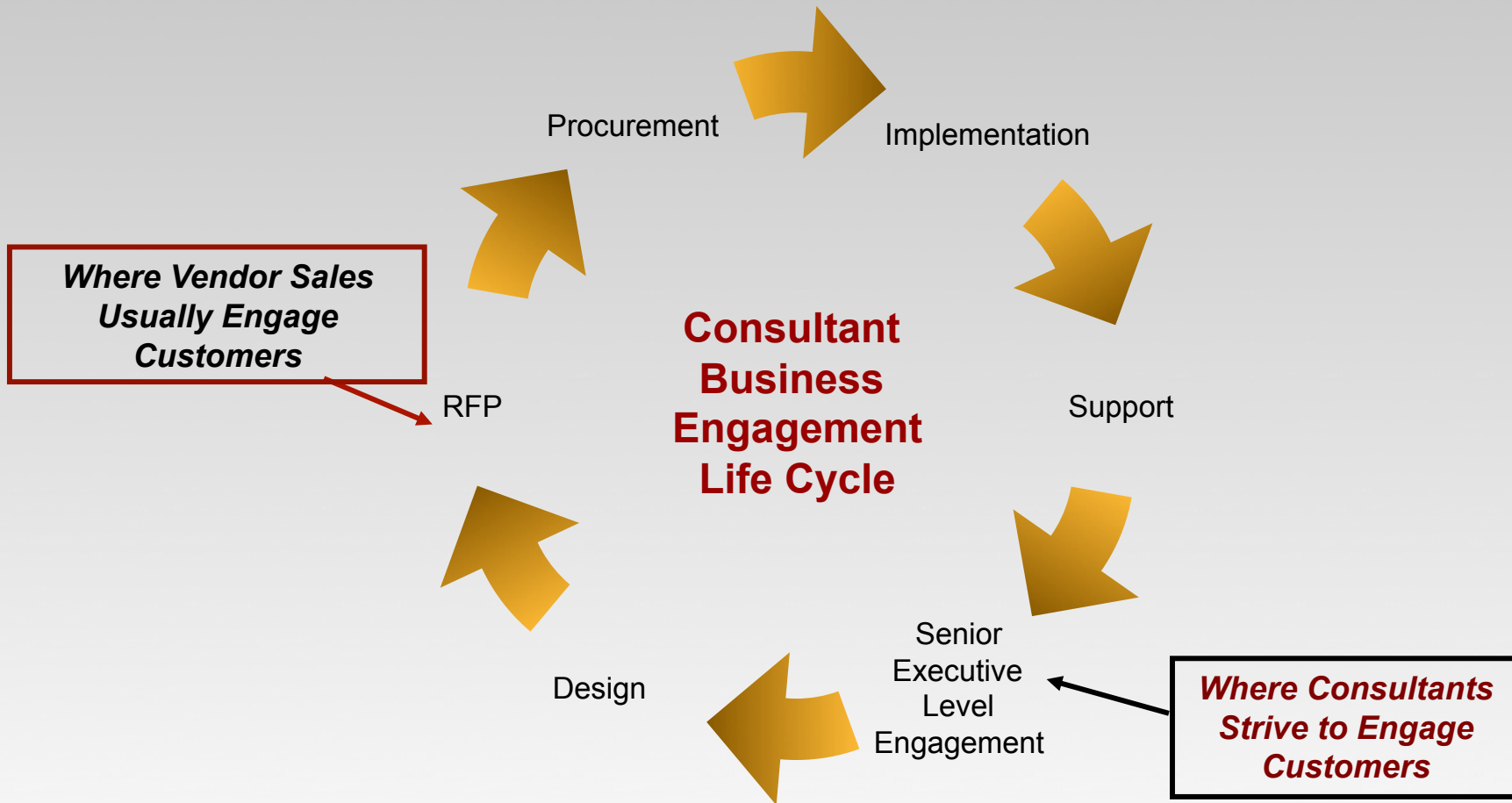
- ◆ Independent, objective and ethical specialist
- ◆ Hired and paid by end-user clients – enterprise, SMB, government
- ◆ Help clients assess, plan, design, and/or integrate communications networks, and choose the telephone, video, and/or data communications solutions best suited to their needs
- ◆ Help negotiate, procure, deploy, and manage the recommended solutions

Categories or Types of Consultants

- ◆ Telecom consultant
- ◆ IT consultant
- ◆ Management consultant
- ◆ Engineer
- ◆ Architect
- ◆ System Integrator

Market Role of a Telecom Consultant

Consultants influence the pre-sales, sales & post-sales processes



Ultimate Goal of Consultant Program

- ◆ Create a network of business relationships with targeted consultants to drive market awareness, new sales opportunities and gain greater competitive advantage;
- ◆ Get more of the ***RIGHT*** consultants to recommend the ***RIGHT*** products and services more often to the ***RIGHT*** clients

The Growing Reach of the Consultant Channel

- ◆ Better consultants understand the value of education – making time for this is part of their business model
- ◆ Consultants are regularly in touch with their customers – recurring business is key to their success
- ◆ Accessing the multiplier effect of consultant relationships delivers faster, more cost efficient reach than similar efforts with most end-user or mega-channels

The Growing Reach of the Consultant Channel

Consultants directly influence 20% - 25% of premise-based equipment and network services sales annually, based on their clients' implementation of their network solution recommendations

Contact us

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