



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 reseller 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 competencies and service capabilities, your program benefits will increase. Certified partners may select to specialize in DECT and/or Wi-Fi solutions. **Apply to become a Spectralink Certified partner, get started now by completing the [Partner Application](#).**

2. **Sell Occasionally Working Through Distribution**

This quick start program is for the 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.

Register to sell occasionally with Spectralink, go to the [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, Cisco and NEC and partnerships with leading applications development partners - NovaLink, Multitone, Optiflows, IQ Messenger, Flexvalley and Zonith 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 class-room trainings, 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 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 SMB 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. Read the [Spectralink Select Program brochure](#) for more information.

Growth Incentives: For our highest Partner Program levels, 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. [Click here](#) to read the Training and Certification Guide.

Benefits	Elite	Premier	Certified	Registered (Disty Managed)
Financial				
Level discount (Base discount may vary depending on your geographic area)	Additional % off Premier discount	Additional % off Certified discount	Additional% off base discount	Base Discount
Joint Marketing Funds – EMEA/APAC (Resellers)	1.5% Pass Through Via Distribution	1.5% Pass Through Via Distribution		
Sales Development Funds - EMEA/APAC (System Integrators)	1.5% Pass Through Via Distribution	1.5% Pass Through Via Distribution		
Technical				
Access to Spectralink Service & Support	✓			
Spectralink Trial Program (Try & Buy)	✓	✓		
Solution Architect Support	✓	✓		
Spectralink FREE online Sales & Pre-sales Certification	✓	✓	✓	✓
Spectralink Technical Classroom Training (DECT, Wi-Fi & PIVOT)	✓	✓	✓	✓
Sales and Marketing				
Included early in strategy, product & solution launches	✓			
Beta product releases	✓			
Press release support	✓	✓		
Spectralink Welcome package	✓	✓		
Support from Channel Marketing Manager	✓	✓		
Invitation to Spectralink Partner Conference	2 Attendees	1 Attendee		
Support (Solution Architect) for Spectralink to end-users	✓	On request		
Support (Major Account Manager) at end-user vertical events	✓	On request		
Listing on “Where to buy” at Spectralink.com	✓	✓		
Assigned Channel Account Manager	✓	✓	✓	
Access to partner portal and resources	✓	✓	✓	✓
Demo gear purchase	✓	✓	✓	✓
Requirements	Elite	Premier	Certified	Registered (Disty Managed)
Certification (Per Service Area)				
Sales	2 persons	1 person	1 person	
Pre-sales	2 per product portfolio	1 per product portfolio		
Post-sales (Classroom Training)	2 DECT and/or Wi-Fi	1 DECT and/or Wi-Fi		
Services				
Design & Installation for DECT and/or Wi-Fi	Spectralink or co-deliver	Spectralink or co-delivery	Spectralink or Distributor	Distributor
Design & Installation for PIVOT	Spectralink or co-delivery	Spectralink or co-delivery	Spectralink or Distributor	Distributor
T1/T2 Support for DECT and/or Wi-Fi	Own*	Own*	Distributor	Distributor
*Elite & Premier partners may provide own implementation services once proof of expertise is provided through co-delivery				

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 through a combination of online, self-paced learning followed by class-room training. Refer to the [Training and Certification Guide](#) to learn more. For questions on training, contact training@spectralink.com.

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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Become a Spectralink Reseller



A SPECTRALINK PARTNER GUIDE FOR EMEA

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