



Businesses are choosing to use *Breakthrough* for their telecom/datacom services instead of direct carrier representatives.

Top reasons we see this shift occurring in the marketplace today:

You get to hear the truth!

When you use *Breakthrough*, you tap into a wealth of knowledge and experience of someone who has been in the field for many years-and most likely with multiple carriers. Your agent will typically have experience dealing with multiple carriers in your market, and can tell you how they really perform. Not the rosy picture they all want to paint for you. Who has the most reliable network? Who has billing problems? Who can make the desired install date? When using *Breakthrough*, you don't have to listen to "The Company Story" for each carrier, as they always tend to dress up their deficiencies. You get to hear the truth.

We are invested in your success long term

This is an incredibly important concept to understand when choosing to use an Independent Telecom Agent! When you work with a direct sales representative for a telecom company, they are paid only to bring in the sale. There is absolutely no motivation, despite the direct representative's best intentions, for them to ever speak to you again after you sign the dotted line. It's sad but true. Our entire motivation is to build a book of business of happy customers. We have EVERY motivation to assist you in solving any service issues that you may ever have. *Breakthrough* isn't just another business associate; we become part of your team.

Single Point of Contact

Regardless of whether your *Breakthrough* agent recommends a single carrier solution or a multi-carrier solution, you still have a single point of contact to deal with the person who knows your account best. During the pricing and evaluation process for a new carrier, it is typical to get at least 3 bids and have at least two appointments with at least three carriers. The number of appointments you have to schedule could easily reach up to a dozen before an educated decision is made on your company's communications. With *Breakthrough*, you can spend one appointment determining the best course of action, and just one more evaluating the best options available in your market. Having a single point of contact is a huge time saver!

Same Pricing

The exact same standard pricing is used in the Agent Channel and the direct channel. In spite of all of the additional knowledge you can tap into with **Breakthrough**, you can be sure you are not charged any extra for it. For large projects, special pricing is available to both Agent and direct channels at the same amounts. It's an incredible model that helps the customer and agent win, and insures all clients are treated equally.

Unbiased opinion of multiple carriers and their product lines

Based on where your business is heading, whether that be expanding, streamlining, or contracting, your **Breakthrough** agent can put you in the right situation. It's key to get set up with a carrier that can move with your needs. Do they have MPLS? Do they do SIP trunking? Can they offer an IP-VPN solution for your remote sites? **Breakthrough** knows the carriers' products and limitations, and can put you in the right solution for your company.

We understand your company, how you make decisions, and why

Your **Breakthrough** agent acts as an assistant buyer once he/she understands your business needs and preferences. He/she gets to know your organization, your goals and long range needs, and how you make decisions and why. Why would you want to repeat that process every couple of years?

We understand Next Generation Technology

Breakthrough agents are typically better versed in MPLS, IP-VPN, VOIP, hosted solutions, call center applications, and SIP technologies since we need to understand multiple carriers' offerings and have attended their training. Business is fiercely competitive, and implementation of some of the new technologies correctly can literally save larger companies hundreds of thousands of dollars. That may be the exact edge your company needs to gain the competitive advantage in your marketplace for security, marketing, recruiting, or even retention. Likewise, implementing a bleeding edge technology that is not ready for prime time may cost you the same. Using an experienced **Breakthrough** agent who is looking out for your best interests may make all the difference.



Connecting People with Solutions

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