What is the top growth strategy for the reseller channel in IoT?

Growing channel partners are always looking at what's next, and new growth strategies. In many cases, these strategies follow the evolution of technology, marketing, and sales tools. IoT (Internet of Things) is the trend following technology. This is not a revolution; it is an evolution of connected device strategies that have evolved since the days of dial-up internet. The adoption of innovative technology is fueling growth and channel partners can contribute to this in a big way.

GetWireless

Educate First. Sell second.

Thought leadership and education-based marketing/selling is the process of making your prospects better and more informed customers. By investing time, resources, and energy in making your customers more educated, you simultaneously build credibility, trust, and make them more interested in your offer. People want to be more educated in their decisions. They crave the understanding of why they purchased (not what they purchased) and are less likely to simply take a recommendation. Invest time to be an educator and share your knowledge.

> "Don't build better cameras...
> Build better photographers."
>
> - Kathy Sierra, Author

GetWireless

Our best-in-class channel partners receive industry-leading benefits, unmatched by other distributors in the marketplace. This level of commitment, service, and expertise is shared by the value-added strategy of GetWireless and our partners.

Cooperative Marketing
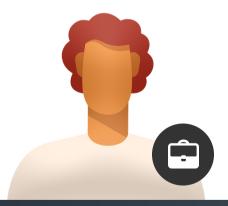Mutual investment to nurture and grow the existing base, and add new clients.

Pre-Sales Consultation
Professional guidance on hardware selection and solution design for a wide range of IoT implementations.

Post-Sales Support
Technical support services with a clear escalation path is imperative for post-sale success.

Channel Development
Thoughtful management of channel programs and pricing is essential to ensure successful deal protection.

Education & Certifications
Extensive product knowledge, and investment in training and continuing technology education.

Choose GetWireless to help you grow in the IoT Market.

Since 2001, GetWireless is a leading Value-Added Distributor of cellular solutions that connect the Internet of Things. By supporting a strong portfolio of embedded modules, end-device modems, Asset Trackers, and intelligent gateways, GetWireless is able to supply the most advantageous cellular solution for each new IoT application.