

Choosing Your Master Agent

A Master Agent is the person who provides the Altice Business products, services, information, support, marketing, and education. They are your guide in the decision-making and problem solving processes.

An Altice Business Regional Channel Manager will work with you to find the Master Agent that's the right fit for you.

Consider the following questions for interviewing a potential Master Agent:

- 1 What training is provided** and how is it delivered?
Is it ongoing?
- 2 How do you support sales and marketing initiatives?**
Are lead generation and marketing activities provided?
Are any field sales resources provided?
- 3 What about back-office support?**
Does it include pricing, provisioning, tracking and/or reporting?
- 4 What is your escalation process** and support structure?
- 5 What is your compensation plan** and how does it work?
- 6 What technical resources** do you provide?
- 7 Does your company provide additional educational resources** for new and existing technologies?
- 8 How can I leverage your existing Carrier and/or customer relationships** through your program?
- 9 What is your process to sign-up** and get started?

Discuss the answers to these questions with your Regional Channel Manager who will assist you in selecting the right Master Agent to meet your needs and ensure you get the most out of your Altice Business Partnership.

For more information visit golightpath.com/agents
or contact your Regional Channel Manager.

