

CHOOSING YOUR

MASTER AGENT



To join the Comcast Business Solutions Provider Program, you will need to choose one of our Master Agents. If you are from the VAR community, think of the Master Agents as Distributors: working with the manufacturer (Comcast Business) to provide the product and services, along with value-added resources like education, marketing and operations support.

Work with your Comcast Business Partner Recruitment Manager to help you determine the best fit for you and your company. And please feel free to use this list of questions when interviewing your potential Master Agents:

1 What type of training do you provide to your sub-agents?
On-line? In person? Sales? Product?

2 How will my sales efforts be supported?

3 What back-office support do you provide? Pricing?
Provisioning? Tracking? Reporting?

4 What is your escalation process and support structure?

5 Do you provide lead generation and other sales support/
marketing activities? If so, what are they?

6 What is your compensation plan and how does it work?

7 What technical resources do you provide?

8 What field sales resources do you provide?

9 Does your company provide additional educational
resources for new and existing technologies?

10 How can I leverage your existing Carrier relationships
through your program?

11 What is your process to sign-up and get started?

Once you have the answers to these questions, you can decide which of the Master Agents best suits your needs and ways of doing business. Take your time to investigate this important step in the process. It will serve you well as you move into the Comcast Business family.

FOR MORE DETAILS ABOUT THE COMCAST BUSINESS SOLUTIONS PROVIDER PROGRAM:

email Comcast_SPP@cable.comcast.com, visit business.comcast.com/solutions-provider or contact your
Partner Recruitment Manager.

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