

# Uncovering The **HIDDEN DANGERS**

of Working  
with ~~Agents~~  
**MASTER  
AGENTS**

A Glimpse Into  
Your Agent's Secret  
Sales Network



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Working with an agent might seem like a great idea. Their bosses, called master agents, have relationships with dozens of reputable brands & the ability to put together large, complex contracts for their clients.

### **But at what cost?**

Master agents are focused on two things-closing deals and partnering with even more manufacturers.

Every single decision they make is based on the profit it will generate-there's no focus on customer support.



To become an agent, no experience is required since it's not a true partnership with manufacturers. They are simply part of a MASSIVE SALES TEAM that sells 100's of different products & solutions.

It all gets pretty confusing to say the least- and efficiency is nowhere in the equation.

## Why?

Because agents make no effort to specialize in each brand's technology- they simply want to make commissions by selling it.

In many cases, they only have a basic understanding of your business needs & zero formal training on the solutions they're claiming are right for you.



The Master Agent Sales Network is *confusing*.  
**It's complicated. It's not about YOU.**



**YOU**

We partner with vendors **DIRECTLY** to keep your interests protected!



Master agents train their agents to sell whatever is most profitable, which changes each quarter.



That's because of highly lucrative short-term bonuses and contests called "spiffs" for high volume sales goals.



Lavish trips to Hawaii, sports cars & HUGE cash bonuses- these are some of the perks for selling without a conscience.




That's not to say that all agents working under their masters are out to take advantage of you—some genuinely do care about their clients.

Yet without the proper expertise to really understand your specific challenges, how can you trust that your best long-term interests are being represented?

The truth is that you can't... even with the most accomplished agents with the best reputations.







If you talk to an agent, they'd tell you that they work directly with each manufacturer to find an ideal solution for your business.

**That's a 100%**  
**true statement...**



**...while also being**  
**100% dishonest.**



Agents have very limited resources with the vendors they represent and zero training- their only contacts are junior level support reps, often fresh out of training.

Another problem with agents is what happens after the sale...before the migration or training even begins.

Just like that,  
**POOF**  
they disappear completely.

**Once an agent closes a deal,  
they're paid handsomely and  
off to the next client.**

**You simply no longer matter.**



# The **Unfiltered Truth** About Agents and Their Masters



- Limited knowledge & experience
- Little to no leverage with vendors
- Zero training or certification
- Influenced by bonus structures
- Can't make high-level assessments
- Provides no post-sale support
- Loves free vacations to Hawaii

As your partner, Converged Technology Professionals has decades of training & experience to fully understand your daily challenges. We have undergone rigorous training with manufacturers to give you the highest possible levels of service.

The difference between a trusted partner and a master agent ultimately comes down to

**commitment.**

We will always work alongside your leadership team and have your best interests at heart today, tomorrow and for the life of our business relationship.

So if your company is researching the possibilities of a new cloud technology, an agent can certainly sell you a solution.

**If you're lucky,  
it might  
even be a  
good one.**



Converged Technology Professionals, on the other hand, can help you decide if a cloud solution even makes sense and the best ways to implement it for countless long-term advantages.

To learn more, contact us today at 877-328-7767 or visit us online at [voipswami.com](http://voipswami.com).

