OPTiGO
N E T W O R K S

The Optigo Networks
Partner Program

This eBook is designed to help teams like yours understand what it takes to successfully onboard and sell a new type of service; one dedicated to optimizing the very foundation on your customer's control system, the Operational Technology (OT) network—and why Optigo Networks is a uniquely valuable partner in this joint venture.

About
This Guide

In part one, you'll learn why reselling Optigo Networks' OT network monitoring solutions is such a timely opportunity, what sets our partner program apart, and how we support resellers every step of the way.

In part two, you'll find a practical guide to getting started: how to evaluate if your organization is ready, and a clear blueprint for building a successful internal reselling program.

Whether you're exploring the idea or already committed, this guide will help you move forward with clarity and confidence.

About
Optigo Networks

Optigo Networks is a software-as-a-service (SaaS) development company that makes operational network (OT) monitoring and maintenance dramatically easier and faster for facilities managers, systems integrators, and building owners.

With our suite of solutions, including Optigo Visual Networks (OptigoVN), complex and time-consuming tasks for the proactive management of health building automation networks can be tackled in a fraction of the time, all done through an intuitive and easy-to-use interface.

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Table
of Contents

Introduction

If you're a systems integrator or controls contractor reading this, it's likely you're already familiar with the concept of channel partnership. After all, whether you're bidding new projects or servicing existing customers, your customers already procure software through you. But what about emerging software products that can further grow your revenues and improve the performance of your customer's building automation system (BAS)?

Today's smart buildings rely on a vast web of sensors, controllers, and communication systems that serve as the new heart of modern infrastructure. What was once seen as a mostly slow-paced operation—overseeing automated routines for building services—has evolved into a complex, inter-connected ecosystem.

OT networks now underpin critical goals like comfort, safety, and sustainability, high expectations that are no longer optional in high-functioning spaces.

As these networks grow in size and complexity, so does the need for tools that provide real-time visibility, valuable diagnostics, and scalable management. That's why many organizations and vendors are making the shift to incorporate OT network monitoring platforms. They offer the flexibility, accessibility, and continuous improvement traditional maintenance programs can't match.

But here's the good news: you don't have to build those tools yourself. With solutions like Optigo Visual Networks and our Partner Program, you can offer an industry-leading SaaS platform as a reseller—bringing advanced capabilities to your customers without investing in development.

It's a modern way to stay competitive, expand your value, and meet the growing demand for smarter building technology.

Managing The Process, Together.

Delivering new software-based service offerings as a systems integrator is more than a business decision—it's a cultural shift. While the model holds big promise for revenue growth, it also asks internal teams to adopt new processes, rethink long-held assumptions, and collaborate across silos that don't usually overlap.

With Optigo Visual Networks, you can offer a powerful, proven SaaS solution—without the time, cost, and complexity of building it yourself. As a reseller, you get to meet your customers' growing demands for smarter, scalable OT solutions while strengthening your relationships through ongoing value.

It's a win-win: deeper client loyalty and new recurring business for you.

The Optigo Networks Partner Program

Partnering with Optigo Networks unlocks a whole new revenue stream for you. As a systems integrator, you're already familiar with sales and after sales support on hardware. Becoming an Optigo Networks partner is an extension of this service into a software model.

As we'll detail below, partners not only enjoy a revenue sharing model, they also don't need to go it alone. Optigo Networks has developed the onboarding, training, marketing and support you'll need to make offering Optigo Visual Networks a success for both you and your clients.

What's In For You?

OptigoVN is like no other OT network monitoring solution on the market. It offers a level of network visibility and diagnostics that's unmatched in the industry. This isn't just another monitoring tool—it's a purpose-built solution designed specifically for advanced troubleshooting that OT network managers, IT partners, and smart building integrators demand.

As a partner, you're not just adding another SKU to your portfolio—you're gaining access to a platform no one else in the market can offer. That differentiation is powerful today—and only growing more valuable as customer expectations evolve.

You'll also unlock resources and benefits that can help your organization plan, sell, and go to market faster and easier than you'd think. The Optigo Networks Partner Program is designed to help you unlock the 3 R's: new **revenue** streams, customer loyalty and **retention**, and extended market **reach**—without the burden of building or maintaining your own platform.

With dedicated support, sales resources, and exclusive benefits, it's a smart, scalable way to grow your business while meeting the rising demand for smart building visibility.

Here's a starting list of advantages you'll be signing on for:

Revenue Growth

Reselling OptigoVN gives you a new, recurring revenue stream without the overhead of developing and maintaining your own platform. It's a low-risk way to expand your service offerings and increase margin per customer. You'll also get access to partner-only pricing, tailored to your business goals and volume commitments. The more you grow, the more value you unlock.

Boost Hardware Sales

Becoming a software reseller can strengthen your hardware sales by positioning your team as a full-solution provider—rather than just a product vendor. When you offer software like OptigoVN alongside your hardware, you're helping customers get more value from the systems they've already invested in. It opens the door to deeper conversations about performance, visibility, and long-term planning—often leading to follow-up hardware sales or upgrades.

Plus, the recurring engagement that comes with software support keeps your company top-of-mind for future infrastructure projects.

Improved Visibility & Retention

Offering constant and quick support to your clients through the proactive visibility and diagnostics OptigoVN brings strengthens your long-term relationships. When you help customers stay proactive—not just reactive— you become a critical, lasting part of their operations.

And by reselling Optigo, you stay engaged with your clients well beyond project handoff. Continuous insights into their network health give you new opportunities to demonstrate value, recommend upgrades, and stay top of mind.
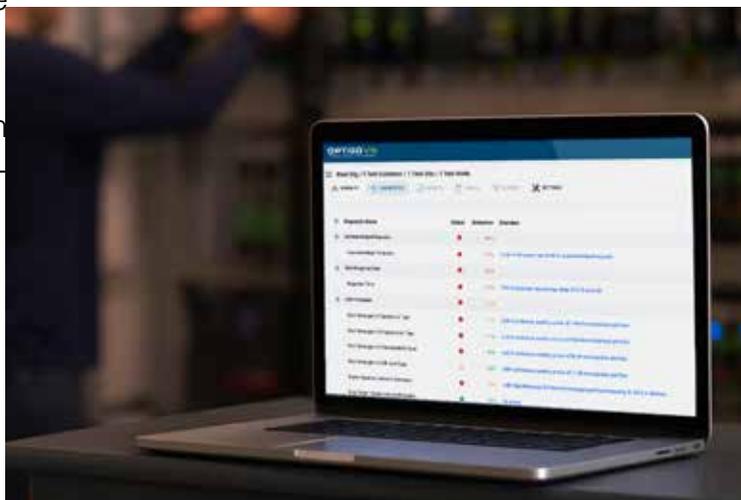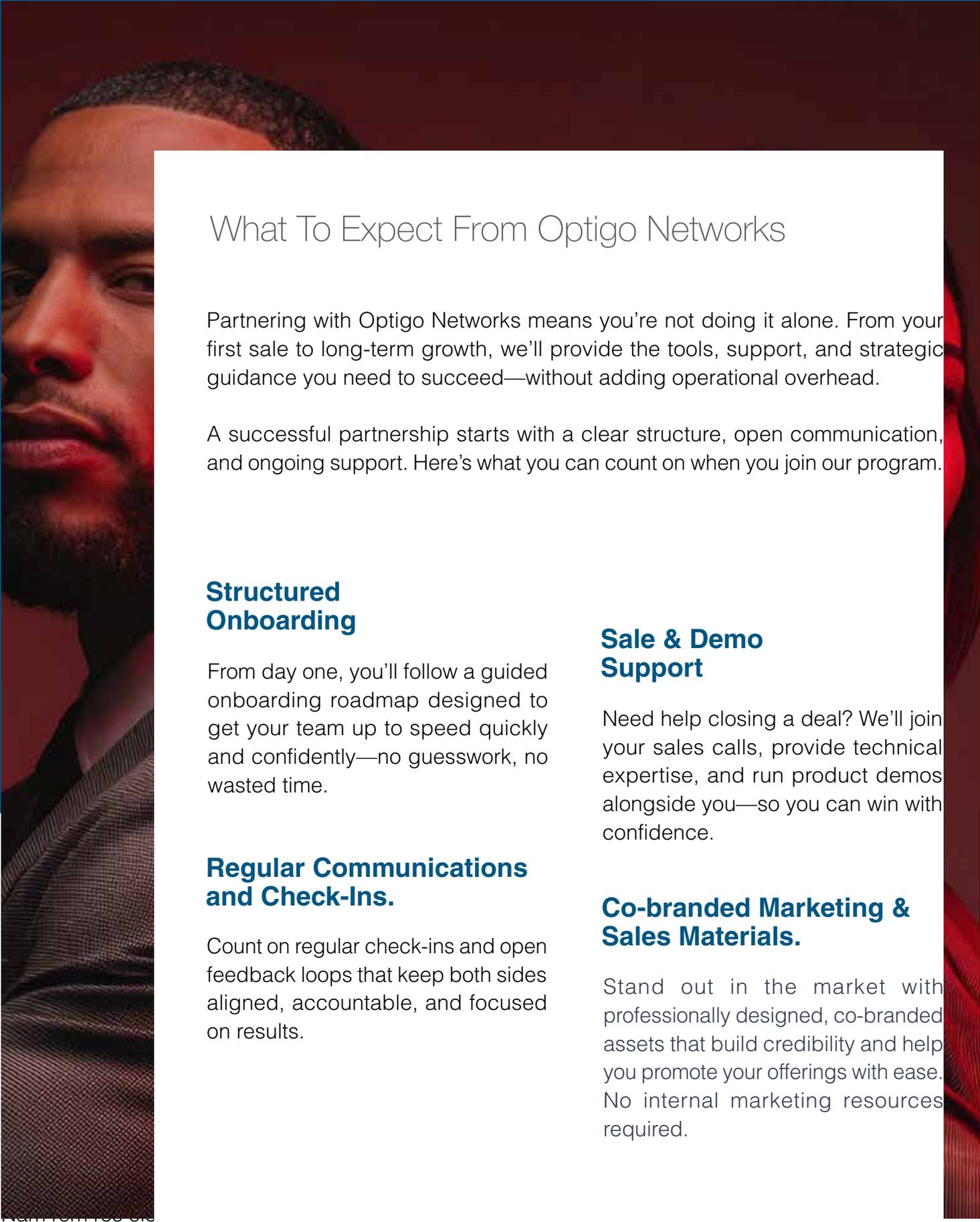
What To Expect From Optigo Networks

Partnering with Optigo Networks means you're not doing it alone. From your first sale to long-term growth, we'll provide the tools, support, and strategic guidance you need to succeed—without adding operational overhead.

A successful partnership starts with a clear structure, open communication, and ongoing support. Here's what you can count on when you join our program.

Structured Onboarding

From day one, you'll follow a guided onboarding roadmap designed to get your team up to speed quickly and confidently—no guesswork, no wasted time.

Regular Communications and Check-Ins.

Count on regular check-ins and open feedback loops that keep both sides aligned, accountable, and focused on results.

Sale & Demo Support

Need help closing a deal? We'll join your sales calls, provide technical expertise, and run product demos alongside you—so you can win with confidence.

Co-branded Marketing & Sales Materials.

Stand out in the market with professionally designed, co-branded assets that build credibility and help you promote your offerings with ease. No internal marketing resources required.

Ongoing Training Opportunities

We don't just train once and disappear. Expect regular sessions tailored to sales, technical, and operational roles, so your team stays sharp and effective. From technical walkthroughs to sales enablement, our training process ensures your team is equipped to deliver Optigo solutions successfully from day one.

Dedicated Account Support

You'll have direct access to a dedicated Optigo Networks Account Manager who knows your business, answers quickly, and proactively looks for ways to help you grow.

Early Access to Beta Features

Stay ahead of the curve with early access to new features, diagnostics, and capabilities—giving your clients more value, sooner.

Feedback

Shape the future of the OptigoVN product roadmap by sharing feedback with our product development team.

Quarterly Business Reviews (QBRs)

We'll help you stay aligned. We'll meet regularly to track progress and explore new opportunities—keeping your program on-track and results-driven.

Are You Ready?

We get it. For some teams, this is a big ask. Embedding new software products into your existing workflow can be a big shift in how you approach marketing and selling your services to clients.

Good news: you're already over the biggest step! Making the decision to move into a sales partnership with Optigo Networks means you're willing to take a risk, challenge yourselves to grow, and put in the work… any other preparation and planning can only get easier.

The next step is to make sure you've laid the groundwork. Take a moment to look through our quick self-assessment below to gauge if you're ready to move on.

Reseller Readiness:
A Quick Self Assessment

Don't worry if you can't check off all these boxes now. This is a way to identify areas that will need attention. It's better to understand all the steps than to have solved them before you start (that's what we're here for!).

Business & Strategic Fit   1/5

We understand why adding SaaS reselling makes sense for our business.

This solution complements what we already offer—or takes our value to the next level.

Leadership is on board and ready to put real support behind the effort.

We've got a clear picture of which customers will benefit most from this offering.

Increasing service revenues and/or reducing our operational costs is a strategic priority for our business.

Operational Readiness

We've got internal champion(s) who are ready to take the lead on the partnership.

Our sales team has the bandwidth to add a new offering to our toolkit.

We can handle billing, renewals, and customer success—either in-house or with support from Optigo Networks.

Our technical team has what it takes to deploy and integrate the platform when needed.

We're set up to track key metrics like sales, usage, and commissions so nothing slips through the cracks.

Technical & Support Capabilities

We've taken the time to understand how the SaaS platform is built and how support works.

Our team is ready to get trained so we can sell and support it with confidence.

We're prepared to handle first-line support—or loop in Optigo Networks when needed, without delays.

Marketing & Sales Readiness

We're prepared to plan the introduction of OptigoVN to our current customers.

Our sales team knows how to talk about software as a service (SaaS)—and how it compares to hardware or traditional services.

Our team knows SaaS—we help partners shift their operations from break/fix to proactive monitoring—positioning OptigoVN as a scalable solution that adds recurring revenue and long-term value.

We've thought about our co-branded needs, and will tweak our messaging to fit this new solution.

We've thought through how things like trials, demos, and onboarding will fit into our sales process.

We've asked ourselves, "Can we bundle this product with our own services to create more value for our clients?"

Success Metrics & Feedback Loop

We've defined what success looks like (e.g. revenue, retention, upsells).

We're set up to share feedback and collaborate with Optigo Networks regularly.

We're ready to alter our approach based on early customer feedback.

We can support expansion if the offering is well-received (e.g. scale support, add more reps, etc.).

Partnership Logistics

Optional

We're clear on how pricing, volume discounts, and subscription management works.

We're in sync with Optigo Networks on launch timelines and what training we'll need.

We've looked into any legal, accounting, or tax considerations up front.

Myth vs. Reality: What It Really Means to Join Optigo Networks' Partner Program

Myth 1: "Joining the partner program requires a massive upfront investment."

Reality: Optigo Networks' Partner Program has a low upfront cost, and imposes no annual quotas on partners.

Myth 2: "Reselling OptigoVN requires deep technical expertise."

Reality: While product familiarity helps, Optigo Networks provides onboarding, sales enablement, and technical support, so that your team doesn't go at it alone.

Myth 3: "You lose control over your customer relationships."

Reality: Our partners always maintain primary customer relationships. Our reseller models especially support this, giving teams autonomy in how they package, price, and support the product, all within vendor-approved guidelines.

Myth 4: "You need a large, dedicated sales team to succeed."

Reality: According to research from Forrester and PartnerPath, smaller internal teams—when equipped with the right tools and incentives—can outperform larger, less focused teams. The key is alignment, not headcount.

Myth 5: "It's hard to show ROI from internal reselling efforts."

Reality: SaaS metrics like Monthly Recurring Revenue (MRR), attach rate, and customer retention make it easy to track the impact of internal reselling.

What's Next?

Ready to start? We're eager to work with you. To find out more about how you can join the Optigo Networks Parter Program, contact us today at sales@optigo.net

Want More?
We've included this playbook for you to run step-by-step through the process of setting up a successful reselling program in-house.

The Optigo Partnership Playbook:
A blueprint for success

Building an Internal Reseller Program for Optigo Visual Networks

Introduction

Reselling Optigo Visual Networks (OptigoVN) is more than just a business opportunity. It's a strategic move that can help your company deepen client relationships, generate new revenue streams, and set itself apart from competitors.

Whether you're still exploring the idea or ready to put a plan into action, this guide will take you step-by-step through what it takes to build an internal reseller program that succeeds.

Each part of this blueprint outlines a phase in the process—complete with explanations, actionable tips, and a checklist to keep you moving forward.

Let's get started.

Part 1: Securing Internal Buy-In

Framing the opportunity: revenue potential, customer retention, strategic differentiation.

When presenting the idea of reselling OptigoVN internally, it's essential to highlight three main benefits for leadership. First, emphasize the potential revenue growth from selling a proven product that meets a growing market need. Second, explain how internal reselling helps strengthen customer retention by offering seamless support and quicker issue resolution. Finally, position the program as a strategic differentiator that sets your company apart from competitors by expanding your service portfolio with innovative OT network monitoring solutions.

How to Address Common Executive/Internal Pushback

Sales channel conflict

Fear of channel conflict is common when adding internal reselling alongside existing partners. To ease this, define clear boundaries—for example, focus internal sales on specific customer types or smaller projects. Communicate openly with partners to show you're complementing, not competing, and create rules to avoid overlap.

Support burden

Concerns about increased load on the support team can be managed by using vendor training and resources. Consider a tiered support model where your staff handles basic questions and escalates tougher issues to Optigo Networks. This reduces strain while maintaining good customer support.

Cost-benefit skepticism

Internal stakeholders often question if internal reselling is worth the effort. A simple pilot program with clear revenue and sales goals can demonstrate value. If you really need to build up concrete proof, verified case studies and sales projections build confidence and show how internal reselling adds both revenue and customer control.

Identify internal champions to lead adoption

Having evidence of an action plan, including presenting other team members that are already onboard is persuasive. Sales leaders can drive adoption. Solutions engineers can provide technical credibility. Customer success teams ensure existing clients benefit, increasing renewals and upsell opportunities. Together, these champions create momentum across departments.

Leveraging vendor-provided materials to make your case

Optigo Networks offers marketing collateral, training resources, and case studies that validate OptigoVN's value. Using these materials builds credibility and helps communicate benefits clearly to decision-makers, making your pitch more persuasive.

Tip: Time the conversation to align with budget cycles or planning windows

Timing can impact success. Aim to present your proposal just before budget planning or strategy sessions when leadership is receptive to new initiatives. Early engagement allows your program to be included in the upcoming cycle, smoothing approval and resource allocation.

Section Checklist:

You've clearly framed the revenue, retention, and strategic benefits for leadership.

You've addressed potential concerns about sales conflict, support burden, and cost skepticism.

You've identified internal champions across sales, technical, and customer success teams (If needed).

You've created a pilot proposal or lightweight business case to test the program. (If needed)

You've timed your proposal to align with budget or planning cycles.

Part 2: Preparing Your Teams For Success

Once stakeholders are idenvvvtified, the next step is to ensure everyone is on the same page.

When presenting the idea of reselling OptigoVN internally, it's essential to highlight three main benefits for leadership. First, emphasize the potential revenue growth from selling a proven product that meets a growing market need. Second, explain how internal reselling helps strengthen customer retention by offering seamless support and quicker issue resolution. Finally, position the program as a strategic differentiator that sets your company apart from competitors by expanding your service portfolio with innovative OT network monitoring solutions.

Aligning departments with shared goals

Different teams naturally have different mandates: sales is focused on hitting revenue targets, marketing cares about brand consistency and lead generation, and technical teams are driven by performance, quality, and support. These priorities can cause friction if the program feels like it's benefiting one group at the expense of others.

That's why alignment is key. Identify where these priorities intersect—usually around delivering long-term customer value and improving retention. Use those common threads to build a unified vision that resonates across all departments. This doesn't mean everyone must share the same KPIs, but they should understand how their individual contributions support the broader goals of the reseller program.

Bring departments into the planning phase early, give them visibility into how their work fits into the bigger picture, and encourage cross-functional collaboration through shared dashboards or regular check-ins. The clearer the purpose and the more inclusive the process, the stronger the buy-in. What unites them is a shared mission: empowering partners to represent your product well and support customers confidently.

Setting realistic expectations about time, training, and returns

Launching an internal reseller program is a long game. It requires a thoughtful rollout, time for training, and space for iteration. Set expectations early and clearly: there will be a learning curve for everyone involved.

Internal teams need to become product experts, and that doesn't happen overnight. They'll also need to adjust sales processes, marketing messages, and support flows. There may be hiccups early on, from inconsistent messaging to missed opportunities. That's normal.

Communicate to leadership that the early wins will likely be qualitative: better partner engagement, improved sales readiness, and tighter cross-functional alignment. These are critical indicators that the foundation is strong.

Reinforce the idea that this is about sustainable growth—not just top-line numbers, but long-term partner success and customer satisfaction. Frame early stages as a test-and-learn phase, not a final destination. Celebrate small wins to keep morale high while working toward bigger milestones.

Resource planning: personnel, time, and budget considerations

An under-resourced program will stall. To avoid burnout and ensure momentum, allocate enough time, talent, and budget to properly support the initiative.

This starts with people. Who's responsible for onboarding resellers? Who will provide ongoing support? Who owns training materials and tracks performance? These responsibilities can't just be bolted onto someone's existing job—they need clear ownership, with time carved out to do them well.

Evaluate current workloads across teams and be realistic. You might need to delay the launch, phase the rollout, or outsource parts of the program temporarily. Resource planning isn't just logistics—it's about respect for your teams' time and setting the stage for long-term success. A **well-supported team will deliver a well-supported program.**
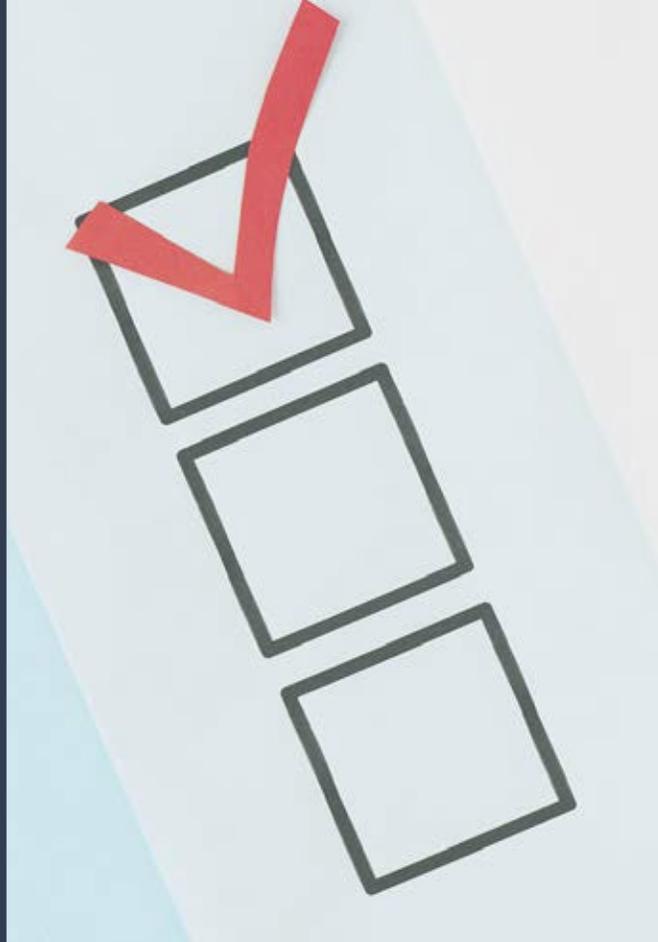
Section Checklist: Preparing Your Team for Success

You've mapped out all relevant stakeholder roles

You've unified departmental goals for alignment

You've been upfront with expectations around time and ROI

You've allocated time, personnel, and budget resources

You've identified potential internal bandwidth constraints

Part 3: Onboarding and Training Your Sales Team

Aligning departments with shared goals

Customizing Vendor Training for Your Team's Style and Knowledge Gaps

No two sales teams are alike. Some thrive on technical deep-dives, while others prefer story-driven pitches. That's why it's important to customize any provided training to match your team's selling style, existing knowledge, and comfort level with the product.

Start by identifying where your team is confident—and where they're not. Are they comfortable explaining network monitoring? Do they know how to position OptigoVN as a value-add rather than a technical burden? Use surveys, one-on-one interviews, or quick assessments to pinpoint these gaps.

Focus on real-world use cases that align with your customers' verticals—like campuses, healthcare facilities, or commercial real estate. Offer flexible formats: live demos for hands-on learners, recorded walkthroughs for busy reps, and quick-reference guides for on-the-go refreshers. The goal is to make learning accessible, engaging, and repeatable.

Integrating resellable products into existing sales workflows

If selling OptigoVN requires an entirely new sales motion, adoption will be slow. Instead, meet your team where they are. Work with your sales or enablement team to embed the new offering into existing sales workflows.

This could mean:

- Adding relevant discovery questions to your standard intake forms.
- Including OptigoVN slides in your pitch deck.
- Updating proposal templates to feature it as a line item or upsell.
- Creating one-sheeters that map customer pain points to OptigoVN benefits.

The more the product feels like a natural part of your team's process, the more likely they are to promote it confidently and consistently.

Building confidence and product literacy

Confidence is just as important as knowledge. Even the best-trained rep might hesitate if they don't feel prepared to speak to the value of OptigoVN in a live customer conversation.

Build that confidence through practice. Run role-play sessions where reps try out different positioning statements. Host internal demos where they present to one another or to friendly stakeholders. Invite your vendor to participate in mock sales calls and provide feedback.

Also, make sure reps know what success looks like. Give them benchmarks, example language, and a clear understanding of how OptigoVN supports the broader customer relationship. When salespeople feel both informed and empowered, they'll sell with conviction.

Common objections (and how to handle them)

Prepare your team for pushback—because they will hear it. Customers may say, "We already have visibility," "We already use Wireshark", or "We've never had an issue with our OT network."

Arm your team with responses grounded in real outcomes. Use verifiable examples: a hospital that uncovered global broadcast traffic disrupting HVAC systems, or a university that avoided downtime thanks to proactive monitoring. These real-world stories make a far stronger case than a feature list ever could.

Also equip reps with objection-handling language. For example:

Objection: "We don't need this—our network's fine."
Response: "That's great to hear! Many customers felt the same—until they saw what they were missing. One healthcare client thought their network was clean, but OptigoVN found over 600 status and WHO messages per second bogging down their system."

Objection: "It's too technical for our team."
Response: "That's a common concern. But OptigoVN was built for visibility without complexity. You can see what's happening without needing to touch the infrastructure."

Train your team to lean into these conversations—not avoid them. That's where trust is built.

Section Checklist: Onboarding and Training Your Sales Team

We've tailored materials to compliment team style and skill gaps.

We've thought about how to integrate the new product into existing sales workflows.

We've scheduled practice sessions to build confidence.

We've developed a list of common objections and responses (or got one from Optigo)? (If needed)

We've collected real-world examples to support pitches.

Part 4: Launching Your Reseller Initiative

Choosing between a soft launch and full rollout

Before launching your internal reseller initiative, decide whether to roll out in phases or go all in. A soft launch—perhaps starting with a single company, vertical, or team—lets you test your messaging, sales readiness, and internal alignment with lower stakes. It's a smart way to identify friction points before scaling.

On the other hand, a full rollout can generate more immediate visibility and build company-wide momentum. But it requires tighter coordination across departments and more robust prep.

There's no one-size-fits-all approach. What matters is being intentional. Choose the strategy that fits your internal capacity and objectives, then communicate it clearly so everyone's on the same page from day one.

Creating a launch timeline and assigning responsibilities

A successful launch isn't just about the "go live" date—it's about managing the moving parts that lead up to it.

Build a detailed timeline that includes:

- Training and enablement sessions
- Internal communications (announcements, kickoff calls, FAQs)
- Marketing rollouts (email campaigns, social posts, collateral distribution)
- Sales milestones (first deals, internal contests, feedback checkpoints)

Assign clear owners for each item, and make expectations public. Use a shared calendar or project tracker to monitor progress. Regular check-ins—weekly or biweekly—help ensure nothing slips through the cracks.

Coordinating with Optigo Networks on timing and messaging

Your vendor is a critical partner in your success. Engage them early to align on the rollout timeline, co-branded messaging, and strategic goals. Share your internal materials for review, and ask for theirs in return. This creates consistency across all touchpoints—whether a message comes from your team or from Optigo Networks.

Gathering early feedback to refine your approach

Your initial launch isn't the final version—it's the starting point. Plan to monitor early sales conversations, deal outcomes, and internal questions closely.

Feedback from the field can reveal a lot:

- Are salespeople confident pitching the product?
- Are customers asking questions you didn't anticipate?
- Is support getting tickets about common misunderstandings?

Create a simple feedback loop—such as a shared Slack channel, regular team huddles, or an email inbox—for capturing these insights. Use what you learn to update training, fix messaging, or adjust how and when you're introducing the product in conversations.

Sharing early wins internally to build momentum

Early traction—even if small—can be a powerful motivator. Celebrate the first closed deal, a well-run sales call, or positive customer feedback. Share wins in team meetings, newsletters, or chat channels, and give shoutouts to the individuals involved.

Early success stories help others see the program as real, valuable, and worth prioritizing. They also provide proof points your team can use in future pitches.

You don't have to wait for a huge win. A sales rep saying, "That demo made the customer rethink their whole approach," is just as powerful in the early days.

Section Checklist: Launching Your Reseller Initiative.

We've chosen our launch approach (soft vs. full).

We've built a clear launch timeline and assigned owners.

We synced with vendor on messaging and strategy.

We've set up feedback loops to capture insights.

We'll share early wins to encourage engagement!

Part 5: Manage & Measure

Aligning your sales cycle with the vendor's delivery model

Take time to map out how Optigo Networks delivers its product: what the onboarding process looks like, how long provisioning takes, and what support steps are involved. Then, align your internal sales cycle and communications accordingly. This helps your reps set the right expectations with clients and ensures follow-through happens exactly when it should.

Tip: Create a quick-reference guide that outlines what happens after a deal closes—who does what, when, and how to communicate it to the customer.

Defining who owns what: sales handoffs, support responsibilities, etc.

Establish a documented process that defines who is responsible at each stage of the customer journey:

- Who owns onboarding and scheduling?
- Who answers product questions after the sale?
- Who is responsible for renewals, upsells, or ongoing support?
- Who collects and responds to customer feedback?

Write it down, circulate it widely, and revisit it as the program evolves. A shared understanding of ownership eliminates guesswork and ensures nothing falls through the cracks.

Ensuring a seamless customer experience

To the client, this should feel like one cohesive experience—not a handoff between unrelated teams. That means consistent messaging, smooth transitions, and shared accountability across sales, support, and the vendor.

Coordinate closely with Optigo Networks to:

- Standardize what's said in demos and post-sale calls
- Align branding across customer-facing materials
- Quickly resolve any issues that arise, especially in the early stages

When the customer experience is seamless, it's easier to earn renewals, referrals, and future upsell opportunities.

Tip: KPIs to track early wins and long-term value

To show progress and make data-driven decisions, track the right key performance indicators (KPIs) at each stage. Every team will track things differently, but here's some suggested indicators to track.

Early KPIs:

- Sales training completion rates
- Number of demos delivered
- Internal team engagement with new materials

Mid and long-term KPIs:

- Closed-won deal count
- Renewal and churn rates
- Customer satisfaction or NPS scores
- Upsell conversions

Keep leadership in the loop with regular updates tied to these metrics. A few well-chosen KPIs can demonstrate program ROI and justify future investments in enablement or services.

Turning success into new service or upsell opportunities

A strong internal reseller program does more than move products—it opens doors.

Look for trends in what customers need after the sale. Maybe they're asking for help interpreting OT network data.

Or they want advice on integrating monitoring with existing workflows. These gaps are golden opportunities to offer:

- Managed OT network monitoring
- Custom consulting packages
- Premium support or training tiers
- Bundled offerings with other smart building services and hardware sales

By identifying where you add value beyond the initial sale, you can turn your reseller program into a full-fledged services engine.

How to collect and use feedback

Don't wait until something breaks to ask how it's going. Proactively create feedback loops from both internal teams and customers.

For internal teams, try:

- Sales team debriefs after major pitches or wins
- Anonymous pulse surveys to gather honest feedback
- Dedicated Slack or Teams channels for suggestions

For customers, consider:

- Post-sale surveys or check-ins
- A quick follow-up call one month after onboarding
- Joint vendor-client debriefs on what went well and what could improve

Use this feedback to adjust training, improve collateral, or fine-tune your sales process. Listening—and acting—shows your team and clients that the program is alive and evolving.

Section Checklist: Manage & Measure

We've tailored materials to compliment team style and skill gaps.

We've thought about how to integrate the new product into existing sales workflows.

We've scheduled practice sessions to build confidence.

We've developed a list of common objections and responses (or got one from Optigo)? (If needed)

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