

## MicroCorp's Ultimate Partner Training Boosts Virtual Telecomm's Industry Expertise

The educational event helped Virtual Telecomm gain knowledge, feel more confident about helping customers, and connected the company with Open Spectrum to grow sales.



MicroCorp hosts an educational event, **Ultimate Partner Training**, for its partners multiple times a year featuring Open Spectrum, a data center marketplace consulting firm. Open Spectrum provides the lead trainers for this intense classroom experience for partners who want to stay on top of the industry's latest trends, technologies, and sales tactics.

### THE NEED

Virtual Telecomm sought to improve its overall knowledge and expertise in the data center and managed cloud services spaces to better serve customers and expand business.

### THE ACTION

Mark White, founder of Virtual Telecomm, attended Ultimate Partner Training and informational sessions on new developments in data center and cloud.

While attending training sessions conducted by Open Spectrum, he connected with Todd Smith, SVP Data Center Marketplace for Open Spectrum. The two formed a partnership.

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**“We want to be the subject matter experts and ensure that our customers are provided the best technology solutions available. To provide that, we partner with the best carriers and solution providers like Open Spectrum.”**

**White**

Virtual Telecom brought in Open Spectrum to address one of its customer's data center needs, and Open Spectrum is assessing that company's current data center platform.

**"We are working to help them improve their overall economics and performance,"** said Smith.

White noted:

**"We got an opportunity in that -- prior to the training I received -- I probably would have left alone. I would have let the customer move forward with renewing because I didn't want to make a move. But I felt comfortable bringing Open Spectrum in for a new perspective with the customer, and to determine what is available. We used this relationship as leverage instead of letting the customer renew."**

Virtual Telecomm is actively working on deals with large leads as a result of attending Ultimate Partner Training and forming a partnership with Open Spectrum.

## THE RESULTS

Virtual Telecomm has been better able to address customer needs using its education, training, and expertise in data center and cloud. It has also made sales it would have previously held off on because it can bring in Open Spectrum to provide analysis where needed.

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**"One particular customer has saved \$1500-\$1800 a month by taking their information and leveraging that with the existing carrier."**

**White**

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**ULTIMATE PARTNER TRAINING,**  
AND CONNECTING WITH  
INDUSTRY EXPERTS,  
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