

**WHY TO SELL &
HOW TO SELL
Opengear *Smart* OOB™
Management Solutions**





WHY SHOULD YOU SELL OPENGEAR ?

Opengear provides secure remote access to your networking equipment whenever you want, even when the primary network is down. Our solutions improve network resilience, which reduces downtime, improves staff efficiency and lowers remediation costs.

[Watch our video: What is Smart Out-of-Band Management?](#)

Why Sell Opengear?

- ***A better solution for your customer today***
Ensuring network resilience is a critical business priority for your customers.
- ***Increase deal size, make more \$\$\$***
Adding a high margin, *Smart* Out-of-Band solution to every networking deal increases your commission income ... *and* can earn you \$\$ hundreds in Opengear sales incentives!
- ***Become a “trusted advisor” to every customer***
While your competitors are taking orders, you’ll be selling a more complete, more resilient solution, ensuring that you maximize the future income stream and long-term value of each customer.
- ***An Opengear expert will close the deal for you!***
If you identify the opportunity and set up the call with your customer, we’ll join you and close the Opengear deal.



HOW DO YOU SELL OPENGEAR ?

Selling Opendgear is as easy as 1 ... 2 ... 3!

1. Listen for the following phrases:

- Remote site / branch buildout or refresh
- Data center buildout or refresh
- Remote access to network equipment
- SD-WAN deployment
- NetOps automation
- Secure zero-touch provisioning

2. Ask the following questions:

- **How do you manage your remote infrastructure when you can't have a person on-site?**
- Do you have a plan and resources available to ensure uptime at all your data centers and remote sites?
- SD-WAN deployments introduce a single point of failure to your network infrastructure – the router. Are you interested in discussing a solution to greatly reduce the risk of crippling network downtime?
- How do you do initial provisioning, configuration management, and quick re-provisioning of your remote infrastructure after a downtime incident?

3. Bring us in to close the deal!

- Contact Rob Gomien (rob.gomien@opengear.com), who will get the right person to join your next call with your customer to explain Opendgear, answer questions and close the Opendgear portion of the deal.

We do the heavy lifting ... and you earn more!



Questions?

Contact your Opengear Channel Sales Manager:



Rob Gomien

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