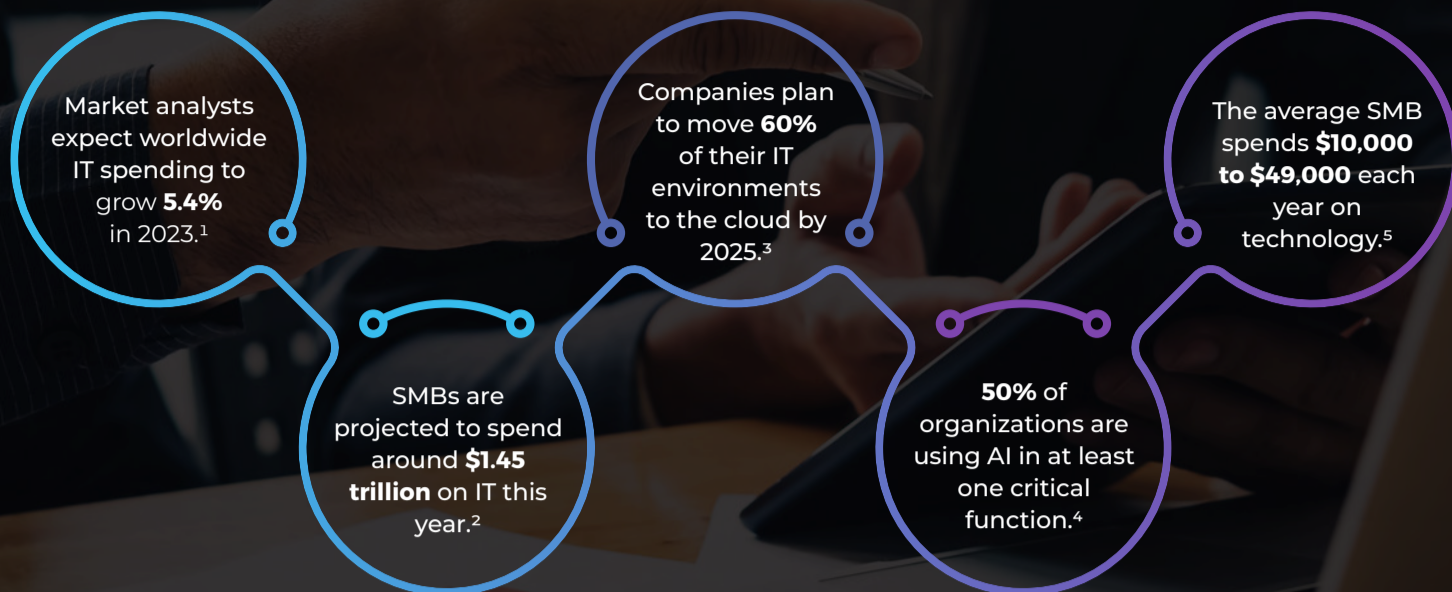


Technology Advisor vs. Direct Sales Rep: A Comparison

These days, there's more pressure than ever for small- to medium-sized businesses (SMBs) to keep up with evolving technology. Consider these numbers:



Unfortunately, navigating the business technology marketplace can be challenging without the right support. Here's how technology advisors stack up against direct sales representatives when buying IT, telecom, and cloud solutions:

Technology Advisor vs. Direct Sales Rep



A good technology advisor has extensive industry knowledge and hundreds of satisfied customers under their belt.

Experience



Many providers experience a high turnover rate, so sales reps are often new and lack extensive training.



Technology advisors offer their services at no cost to your business and can leverage long standing relationships with providers to access more competitive pricing options.

Pricing



While direct sales reps may claim to offer the best value, price, and promotions, they often don't prioritize their clients' best interests – leading to less cost-effective outcomes.



As independent consultants, technology advisors can offer vendor-agnostic advice and create solutions customized to your unique needs.

Sales Process



Sales reps only know their company's offerings well, so they can't provide impartial advice on which provider is best for your business.



Technology advisors are paid a commission by the providers they connect you with, so their goal is to match you with best-fit solutions.

Compensation



Direct sales reps work on traditional sales commission plans – typically a base salary and some kind of incentive to meet sales goals.



Technology advisors are with you for the long haul – they'll continue to support you post-sale with ongoing advocacy and escalations.

Support



Direct sales reps often move on quickly after making a sale, and they don't provide ongoing account management or long-term support.



Make the Best Technology Decisions for Your Business With OnDemand

Ready to get started with experienced technology advisors who will sit on your side of the table and do what's right for your business?

Contact OnDemand to request a consultation.

Sources:

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