

A photograph of two women in an office environment. The woman on the left has long blonde hair and is wearing a yellow top. The woman on the right has dark hair, wears glasses, and a brown button-down shirt. They are both smiling and looking at a laptop screen. The woman on the right is pointing at the screen with a black pen. A white coffee cup is visible on a table in the foreground.

CALLBOX CHANNEL PARTNER PROGRAM

Become a Callbox Channel Partner

As a Callbox Channel Partner, you'll gain access to resources, programs and tools that will help you build and deliver successful growth solutions to your customers.


LEAD MANAGEMENT SOLUTIONS

What is the Callbox Channel Partner Program?

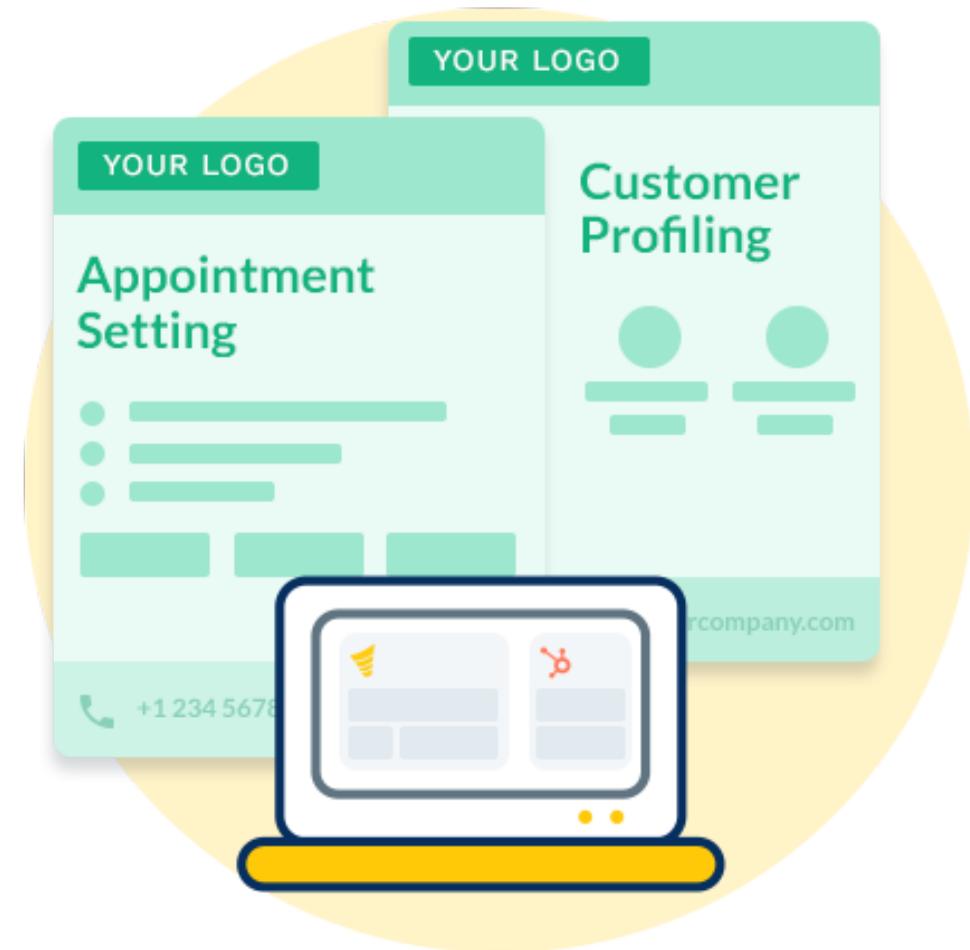
The Callbox Channel Partner Program enables agencies and service providers to expand their offerings by leveraging Callbox's sales and marketing expertise.



What do I get?

1 Callbox Services with Option to White Label

As a Callbox Channel Partner, you have the option of selling Callbox services under the Callbox name or white labeled under your own brand. Callbox services include Appointment Setting, Database Enrichment Campaigns, Event/Webinar Campaigns, and the use of our applications and tools, as outlined in our [company video](#) and [brochure](#).



What do I get?

2 Flexibility in Packaging and Pricing

You are entitled to the Special Channel Partner Rate for a Premium 12-Month 1-Seat Package. You maintain full ownership of the pricing scheme for your customers. We bill you directly for the 12-month campaign and the service fee should be paid before the Kick Off meeting with the Client, you maintain the flexibility to package and price our service, e.g. resell the 3-month package as it is or at your preferred rates.

Inquire with your Callbox Marketing Consultant or Project Manager about the Special Reseller Rate and applicable terms of payment.



What do I get?

3 Dedicated Team

Callbox will provide the Client with a full service team comprised of the following:

- ✓ An Client Success Manager and Production Manager to be the Client's main contact person
- ✓ A Dedicated Sales Development Representative (SDR) who will manage and convert the leads
- ✓ An on-call SDR who will also be a pre-qualifying caller on standby
- ✓ An Email and Social Media Marketing Specialist to implement and facilitate lead generation activities or initiatives via email and social media
- ✓ A Research and Data Analyst to enrich and build the Client's target list
- ✓ A Quality Analyst that will qualify every lead submitted to ensure that they meet the Client's specifications on the success criteria



What is expected of me?



Bring New Clients

Negotiate and bring in the Clients. A Client must not be a current Callbox client or an active prospect of Callbox (companies we have initiated sales and marketing efforts with in the past 180 days).



Schedule Kick-Off Meeting

Schedule the Kick-Off meeting with the Client and the team to discuss Client's campaign specifications, other pertinent items and align expectations and activities that would contribute to the success of the campaign.



Provide Ideal Customer Profile / Campaign Brief

Forward to the Callbox team the Client-answered Campaign Brief before the Kick-Off Meeting.

What will my Callbox team do for me?



Record Count

Prior to the scheduled Kick-Off Meeting with the Client, your team will do an initial record count of available contacts based on the Client's Ideal Customer Profile as reflected on the Campaign Brief, assist you during the Pre-Kickoff and Kick-Off meeting in discussing the campaign timeline and managing the Client's expectations parallel to what has been initially discussed during the negotiations.



Campaign Preparation

Your team will prepare the campaign materials (script, email and inmail copies, landing page, etc.), send the list of prospects based on the Client's specifications (zip codes, counties, etc.) and to be pre-approved by the Client before the start of the campaign.

***marketing collaterals including LinkedIn persona, display ads, email and inmail templates



Callbox Pipeline CRM / HubSpot Setup

Your team will also provide you with access to the Callbox Pipeline CRM, the web-based marketing platform used to keep track and organize all the appointments, download reports and see the various call dispositions of all calls that are being made for the Client's campaign.

Expand your offering and
grow your business with
Callbox Channel Partner Program.

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