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## **Why Is It Important To Choose the Right Software AND the Right Reseller Too?**

Of all the important decisions that you can make for company, one of the most important is choosing the right accounting software program. But many companies overlook the next crucial decision.

Choosing the right local company to install, implement and train you on the software can make the difference between the success or failure of your project. Even with the best software a bad partnership will be costly and frustrating for your entire company. A good partnership will mean a smooth implementation, comprehensive training, and on-going support by a professional team that you enjoy working with. So how can you be sure you are choosing the right company for your business partner?

We suggest you ask the FIVE following questions when choosing a local reseller:

### **1. Can the reseller give references?**

Ask for a customer reference and call to learn as much as you can about the customer's relationship and experience with the reseller. Don't just call the first reference on the list; keep calling customers until you feel confident in the reputation of that reseller.

### **2. Can the reseller provide you with the on-going support and training you need?**

Find out what specific programs the reseller has in place to make sure you are supported in the future for training, technical support and future upgrades and maintenance. Can they point to loyal, long-term clients that prove they care about relationships beyond the initial sale?

### **3. Does the reseller have recognized industry certifications and strong partner relationships?**

Ask about the industry certifications and recent training of the consultants that will be working on your project. Find out what qualifications were needed to receive that certification and how often those skills need to be updated. Ask to speak with their partner manager, perhaps a Microsoft Business Solutions Channel Manager for example, to discuss the reseller's reputation and track record in working with their partners, not just their customers.

### **4. Does the reseller listen to your questions, communicate clearly and strive to understand your business?**

It's not enough to choose a vendor who knows the software well. You need to find someone who understands your business. They may not know a great deal about your business when they first pick up the phone, but if they plan to do a good job, they will take the time to find out a great deal about your business and how best to implement your new software - before making a sale. A well researched and tailored demo can show how a reseller will approach your project.

### **5. Do you enjoy working with not only the salesperson, but the implementation team?**

Ask to meet the implementation specialists who will be working on your project. You will be working closely with this team in the weeks or months to come. It is important that they fit in well with your company's philosophy and culture and provide the necessary expertise in a professional way. Make sure that these are the professionals who will be dedicated to working on your project every step of the way.

Call CAL Business Solutions and put these questions to the test. We are confident that you will be impressed by the quality of our team, our business and technical experience and the solid reputation we have with our clients and partners.