



Competitive Best Practices

11-01-2017 – DoubleTree by Hilton Kuala Lumpur

Staporn Sambhavaphala, Country Manger Thailand & Indo-China

Gladys Kong, Country Manager Malaysia & Brunei





<http://lajuiceria.com.my/wp/>



<http://lifejuiceco.com/about-us>



WHAT DO



YOU WANT?



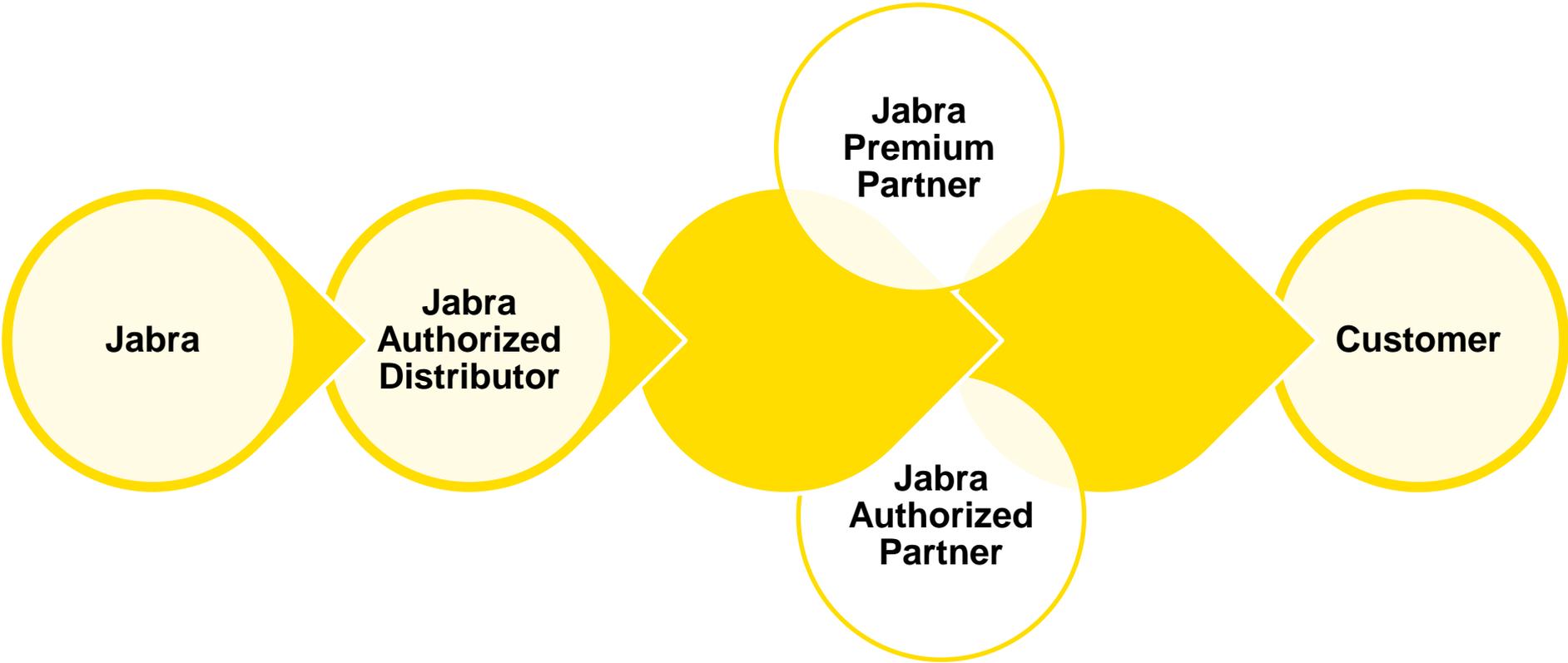
I CANT
KEEP CALM
I WANT
EVERYTHING

Understanding the Buyer: Influencing Factors in the Technology Purchase Decision



Source from: <http://www.ucstrategies.com/unified-communications-strategies-views/understanding-the-buyer-influencing-factors-in-the-technology-purchase-decision.aspx>

Jabra Sales Cycle



What Customer Wants From Partner?

Success Criteria	Actions From Reseller
<ul style="list-style-type: none">• Reliability	<ul style="list-style-type: none">• Onsite spare unit• Onsite support, Standby• Preventive maintenance
<ul style="list-style-type: none">• Fast Delivery	<ul style="list-style-type: none">• Stock forecast• Stock availability• Courier or dispatch
<ul style="list-style-type: none">• Confidence	<ul style="list-style-type: none">• Authorized Jabra partner• Listed on Jabra website
<ul style="list-style-type: none">• Price	<ul style="list-style-type: none">• ROI

PARTNER LOCATOR

 PRINT

Use this locator to find a Jabra business partner near you.

Jabra headsets and audio devices are available via a network of highly qualified and professional partners. They are thoroughly familiar with our products, and therefore in an excellent position to advise you on the right headset solution for your company.

Want to read more about our partner program?

Are you a consumer looking for a retailer? Please go to our retailer locator.



PARTNERS PARTNER LEVELS

Country

Hong Kong ▼

KNOWING

MORE?



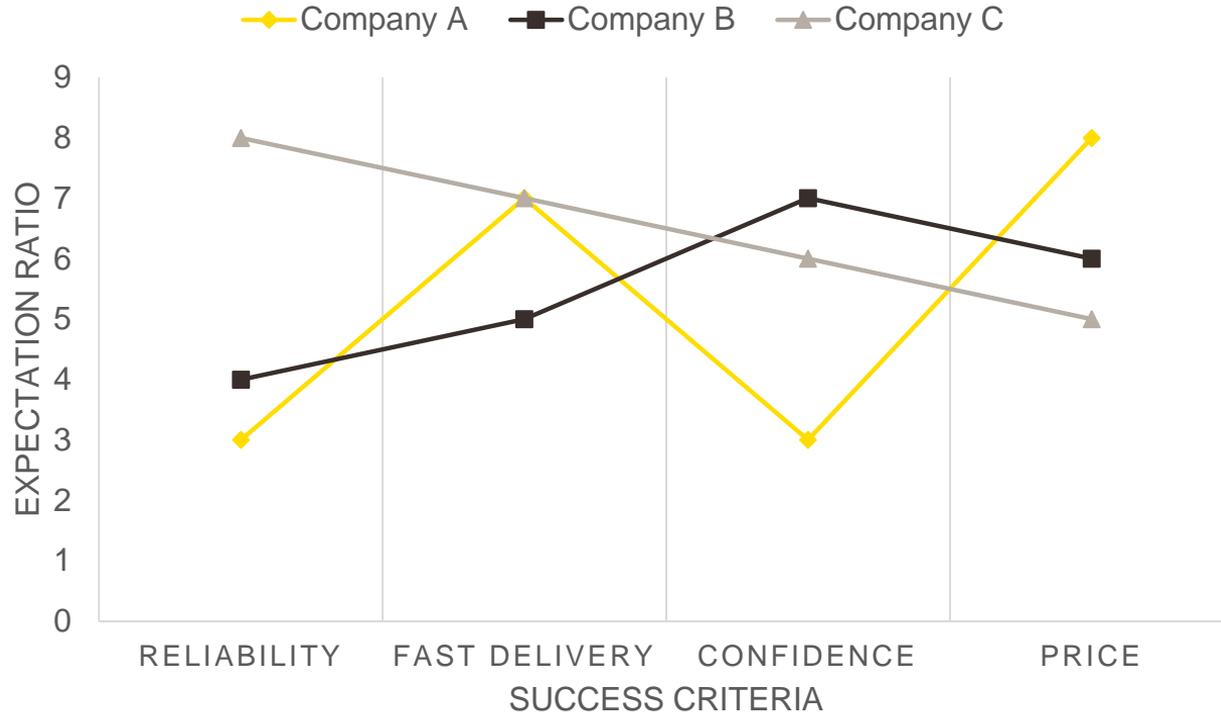
CONTACT JABRA SALES >

RETAILER LOCATOR

Are you a consumer looking for a retailer?

READ MORE >

CUSTOMER VALUE CURVE



What Partner Wants From Distributor?

Success Criteria	Actions From Distributor
<ul style="list-style-type: none"> Fast Response Time 	<ul style="list-style-type: none"> Quotation Out Time Pricelist Ready For Premium/ Authorised Partner At Glimpse
<ul style="list-style-type: none"> Presales Support 	<ul style="list-style-type: none"> Compatibility Guidance Integration Into Various Environment
<ul style="list-style-type: none"> Legitimacy 	<ul style="list-style-type: none"> Joint-meeting (customer meeting) <u>Co-branding</u> Marketing Collateral Ready For Partner/s
<ul style="list-style-type: none"> Accuracy Of Delivery 	<ul style="list-style-type: none"> On Time Delivery With Timely Follow Up Notification Of Delivery In Country Stocking
<ul style="list-style-type: none"> RMA Support 	<ul style="list-style-type: none"> One-To-One Swap

INNOVA L.A.P. SWOOSH. RUSTLE. RING.

Jabra GN

Always in favour of sounds that bring joy, peace, and happiness.

Here's wishing you a Noise-Free Diwali!

GN Making Life Sound Better

INNOVA®

Jabra GN Authorized Distributor

Explore a New World of Music with Our E-store.

The Power of Bass Belongs to You Now!
Buy Jabra Products and Win Exciting Gifts on Bulk Orders.

Our e-store for India is finally here! And we bring you amazing reasons to celebrate the vivacity of good music with us.

Visit our new e-store, buy any Jabra product and win exciting gifts with your purchase*. Our wide range of gifts have been hand-picked especially for you. So, don't miss out on this amazing opportunity and shop on Jabra to be a part of our celebrations.

[Head to our new e-store >](#)

Daftar Akun Baru

Let customers hear your agent, not the entire call center

Jabra Biz 2300

DAFTAR AKUN BARU

SmartClub

Ingin bergabung? Siapkan dokumen diri anda untuk kami hubungi

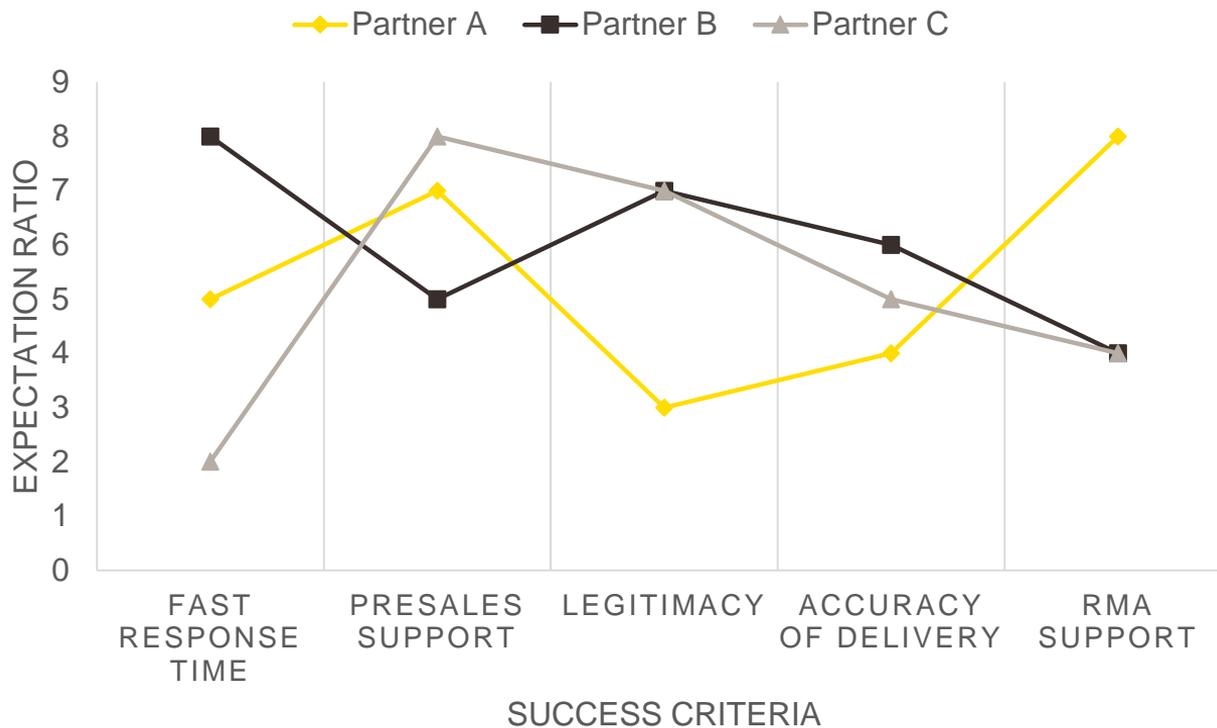
Menarik

Temukan Produk Lainnya di Seluruh Kategori

Agrikultur & Produk Dager	Pakaian, Sepatu dan Aksesoris	Otomotif dan Transportasi	Elektronik dan Telekomunikasi	Games

Understanding The Partner

PARTNER VALUE CURVE





Last Slide

It's not over...





**TOGETHER,
WE GROW
YOUR BUSINESS
WITH US
JABRA**



Jabra^{GN}

Thank you.