



Case Study

Prelude Solutions and Profound's Agent Partnership Program

Investing in valued and trusted partnerships has been rewarding for both Profound Technologies and our Agent Partners. Through our Agent Partnership Program, Profound offers AV education, incentives and perks, introductions and networking with other partners, and continual relationship building. Profound Account Executive Dan Shadow has been incredibly active and successful in developing these partnerships and helping them with their customers' AV projects. "I have learned so much from working with my agent partners and selling through the channel. Building these opportunities together ends up being a benefit for everyone involved."

When reflecting on the last year of intentional focus on the Agent Partnership Program, several partners stand out to Dan because of their success and engagement with the program. One specific relationship that has been very meaningful is with a woman-owned telecom consulting company that optimizes communication platforms. "Working with Cate from Prelude Solutions has been very rewarding, as she is both technical and relationship driven. She is a partner who knows what we do well at Profound and vice versa. This heightens the

understanding and respect for each other's business as we approach new opportunities."

Dan was introduced to Prelude Solutions through another Agent who is a power networker and always knows the best partners to refer to Profound. Dan explains why the partnership formed so quickly: "Prelude is very IT focused, but Cate was noticing AV and conference room technology being brought up in conversation with her customers. It wasn't until then that she realized she needed a reliable AV partner to offer these solutions to her clients. She was excited about joining the Agent Partnership Program shortly after our introduction!"

During the course of Profound and Prelude's relationship, Cate brought several opportunities, including a local bank project for two conference rooms and two training rooms. "I really enjoy working with Dan and his team at Profound," Cate says. "They bring a lot of professionalism and expertise to the table. I can trust that Profound is going to provide a good solution for my clients."

Part of the mission behind the Agent Partnership Program is to thank our loyal partners for working with us. Dan thinks the opportunity with Cate was one of the best examples of the program's incentives benefiting an Agent. "One time when Cate came in

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for a meeting in the office, she was wearing a dress by one of her favorite designers. She and our COO Kevin started chatting about it since that designer was one of his wife's favorites as well. When she brought us an opportunity during her first three months of partnership, she was eligible for our accelerator. We wanted to make the gift extra special for Cate, so instead of the normal cash we sent her a gift card for the designer."

"That was the best gift card I could ever receive!" Cate exclaims. "I already wanted to have Profound as my number one pick for an AV partner, but that sealed the deal! It showed that they listen and care about this partnership, and motivated me to bring more opportunities and close deals with Dan and Kevin."

Even when there isn't an overflow of opportunities and designer gift cards, Dan and Cate keep in

touch and meet regularly in networking groups where they can both grow their circle of partners. "It's great exchanging referrals, but it also is meaningful to regularly maintain the stability of a professional relationship. And with a partnership like this, you trust that they will reach out and bring you in when opportunities come up," Dan explains.

As the Profound team continues to grow the Agent Partnership Program, it is important to reflect on what makes a successful Agent. "I think the best partnerships are when the two parties know what the other does very well," Dan shares. "That leads into a good relationship with a genuine interest in helping the other out and actively providing referrals, whether Agent or customer. All of these things and more describe the successful partnership I have with many of our Agents, including Prelude Solutions."