

August 5, 2022

## **DSI Chosen as Preferred Sales Support Provider for AT&T's Neighborhood Direct Sales (NDS) Channel**

DSI is proud to announce that AT&T has chosen DSI as the preferred sales support provider for AT&T's NDS channel. This new agreement between DSI and AT&T will help facilitate the growth of AT&T's Fiber and Wireless products and services in this valuable and important sector.

DSI was selected as the preferred sales support provider thanks to the successes we've had during our 38-year history. Among those achievements is what we've accomplished as a key sales enablement provider for AT&T's National Retail group. Since the start of that effort in 2018, DSI has proved to be a pivotal contributor in the explosive growth that's taken place in that channel.

Our sales enablement experience, knowledge, and custom solutions will be leveraged to help independent retailers and business owners in this NDS channel who are trying to optimize growth and revenue opportunities. DSI will help these business owners realize and explore these prospects by leveraging our full catalog of sales enablement services, including:

- **Best-In-Class Industry Support** – We provide dedicated training teams and customized materials, call center support groups, and promotional offers to help dealers close sales.
- **SARA Plus™** – DSI's proprietary order entry and reporting software that is a one-stop solution for sellers to quickly access, process, and track customer orders. It is available on both the iPad and WebUI and is the preferred order entry tool for AT&T Fiber and Wireless products and services.
- **The Tower** – DSI's own call center for dedicated AT&T consumer and seller support and escalations. This 7-day per week operation fields more than 1 million calls per year with less than a 20 second average hold time.
- **Sales Team Experience** – DSI has hundreds of years of combined experience in our sales group and we have a full team that specializes in door-to-door sales, events, call center sales, and concierge dealers.
- **On-Demand Assistance** – DSI wants to help dealers sell more and increase activations. We also have the tools to take care of all payments and reconciliation issues in a timely fashion.

Let DSI help your business realize its full potential selling AT&T Fiber and Wireless products and services in their Neighborhood Direct Sales channel.

Please call us at (800) 888-8876 or go to [https://www.dsisystemsinc.com/contact\\_us.php](https://www.dsisystemsinc.com/contact_us.php), click on your state, and email one of our local sales professionals to get started!

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