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TAA REVIEW of WHOLESAL CARRIER SERVICES, INC.

by Dan Baldwin, [TAA](#) Founder & Editor-at-Large, Spring 2005

I have known WCS's Chris Barton for several years and can honestly say that he's one of the smartest and most complete telecom network services distributors I've ever met in the industry. He knows in an instant if any telecom deal is "margin worthy" which makes him the "go to guy" for any large network service deal that's "out of the box". If you think you've got a large deal that you can sell if you only had all the right "piece parts" give Chris a call. If a large deal can be done, the piece parts you'll need are in the WCS tool bag and Chris will tell you straight up if the potential deal is worth your time.

In the late 1990's I handled several large enterprise customers within my own agency in much the same way WCS allows WCS agents to handle their large enterprise customers. After just a couple years though of trying to manage several large customers on my own, I lost the customers to Qwest direct mostly because I lacked the in-house ability to efficiently consolidate all my large customer's bills while giving them competitive rates that still provided me a decent margin. Had I had access to WCS's "virtual reseller" billing systems and their "buy-sell" margin model I would no doubt have been able to retain those large enterprise customers.

Clearly, the WCS program is not designed for the feint of heart due to the "take-or-pay" volume commitment and the bad-debt exposure. WCS has little interest in customers you don't know and trust. As well, WCS is not the place for new telecom distributors who haven't yet "found their niche". Most new telecom distributors don't yet have a proven marketing formula they follow every month which consistently produces new customers every month.

WCS may be the perfect program for seasoned agents looking for the "final home" for their largest customers. Interconnects and network integrators with an embedded base of solid equipment customers can cash in big by adding WCS's co-labeled or private labeled network

service solution to their equipment sales process. Not doing so leaves money on the table and allows for the possibility that the Interconnect or network integrator will lose future sales by allowing a network service provider with different equipment allegiances access to their customers.

If you're one of WCS's thirty or so agents you know that "you've arrived". You've partnered with one of the industry's most respected and seasoned carriers whose focus is putting together margin-rich, out-of-the-box solutions for professional telecom distributors bringing real value to solid enterprise customers.

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