

## Revolabs Launches CORE Program

Written by Marco Attard  
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Revolabs plans to support European business with CORE-- a reseller program providing key partners with various benefits according to sales growth and dedication to the company's wireless audio solutions.



Making part of the program are 5 UK integrators, namely Saville Audio Visual, Electrosonic, AVI-SPL, Orion Audio Visual and Reflex.

"With this new program, Revolabs is looking to help our partners by providing the necessary tools and benefits to distinguish their business from the competition, increase their revenues, as well as further establish our presence across the European market to better support our global customer base," Revolabs COO marc Cremer says.

CORE members get a number of benefits, including deal registration, presales technical and design support, qualified leads, a field engineer "health check" for corporate customers and increased access to demonstration products.

Membership qualification requires the maintaining of a pre-established minimum annual revenue target, at least one Revolabs certified technician, agreement to a quarterly business review, the hosting of sales and engineering training events and involvement in joint case studies, PR and social media opportunities.

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