



A brand of **legrand**

# SELLING TRANSCEIVERS



## WHEN TO SELL

- Attach when selling data center equipment
- Copper or fibre sales
- Switches, routers and other hardware sales

## KEY QUESTIONS FOR SELLING

- Is the fibre single-mode or multimode? What Gigabit speed do you need?
- What networking equipment is being used?
- What kind of switch or router is being used?
- What is the product number of the switch/router being used?
- Are you quoting SFP transceivers regularly, and if so how often?
- How can we help make selling transceivers easier for you?

## PRODUCTS THAT CAN BE ADDED TO TRANSCEIVER SALES

### Copper

If the transceiver description has a T or TX that means 10 Gigabit Ethernet over twisted pair. Cat6a copper was developed to deliver the performance required for this communication. Always make sure the customer has the cables needed to attach to the transceiver being used.

### Fibre

Perfect for the longer lengths, single-mode or multimode that allows for 10GB, 40GB or 100 Gigabit Ethernet over a long distance. Great margin, so do not pass up asking if the customer has the fibre cables needed for the transceivers being sold. The most common connector needed is the LC connector.

Not only does C2G have one of the largest copper and fibre offering in the IT channel — but our data communications solutions just got bigger with the expansion of our Legrand\* branded transceiver line. Increased stock with our distributors and two week lead times on custom drop ships allow for faster delivery to customers. Combined with our lifetime warranty, we now have much stronger data communications solutions that your customers can rely on.

\*C2G proudly joined Legrand Group in 2014

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