# Partner Recruitment Boosts CSP Sales

Citrix has a lot of resources invested in the success of its Citrix Service Provider (CSP) Partner Program, and enlists MarketStar's help to ensure its success.

CSP recruiters connect with partners from target lists and qualify them as candidates to host cloud services on a subscription basis. Recruiters then explain benefits of participation in the CSP Partner Program, and qualified partners receive the CSP Program application. Once approved, the recruiters pass the account to the onboarding team for further support and account management.

- The team hit 105% of their Q3 partner recruitment goal
- CSP partners recruited significant increases in net new revenue
- MarketStar's CSP Recruitment team grew from one rep to five reps in one year

marketstar