



Meet Geoff...

He's an IT consultant working with companies of different shapes and sizes helping them manage their IT effectively.

For Geoff it's all about providing the best advice and support for his clients, helping them get the very best and most reliable of products, services and solutions from their IT infrastructure at the lowest price.

Geoff has earned a position of trust with his clients and will generally be their first port of call when any changes are being considered such as new applications being deployed and the general set up of the IT network/servers.

As time passes by Geoff's clients are growing more interested in considering cloud based applications, Voice over IP, video conferencing, mobility of their workforce so they can work when away from the office when needed, using the latest in choices of devices such as the latest laptops and tablet PC's.

One final point of interest for Geoff is that he has a relatively small number of key clients whom he really wants to keep hold of, there are 20% of these who provide 80% of his income and he will do everything he can to avoid someone else taking these away from him.

Hopefully you are getting the picture, Geoff's not alone and you might even find you have a lot in common with him.

We identified some time ago that we had something of interest to Geoff that nobody else was offering him and this provided what you could call a WIN WIN partnership.

In short we are looking for more people like Geoff.

We have a pretty unique relationship with the UK's No.1 Internet access service provider which means we can help Geoff make money through introducing a range of Internet and data network connectivity products to his clients from this provider. This is the off-site connectivity only, the part that ALL of his customers want to have quicker and are always interested in upgrading if a new product becomes available such as fibre broadband, generic Ethernet access or Ethernet first mile etc.

It works like this, basically we appoint Geoff as an official reseller for BT, Geoff can then use the BT reseller trademark, with prior approval on design, when marketing BT services on his website or anywhere he sees fit which can be a great positioning benefit for him. Then when Geoff has a client who wants to consider a new Internet access product such as fibre broadband etc. he contacts us and we help with all the checks in the local exchanges and product options including special pricing and discounting etc. as Geoff doesn't want to get caught up in all of that.

Once we have selected the right product and the customer is ready to proceed, Geoff asks us to process the order into BT which we do, keeping Geoff and the client contacts informed all the way through until the time the order is completed.

Once all in and working, BT bill directly for the services and any support or faults issues are reported straight into the relevant BT teams as normal, in fact all we have done is make the process simpler for Geoff and his client. The final step in this process is that we pay Geoff some commission for placing this business into BT in this way. And it really is as simple as that.

To give you an example on the available returns: If Geoff helps no more than one client a month switch to Fibre Broadband and say one client every three months helps a client purchase an uncontended lease line equivalent product such as EFM (Ethernet First Mile/BT Net), his annual return will be an estimated £3,200, for doing nothing more than introducing and assisting his clients switch to a better product with the UK's best supplier.

BT typically look for partners who have a turnover which exceeds 5 million pounds, so what we are doing is filling the gap by recruiting the smaller partners and giving them access to this exclusive partnership positioning.

In summary the key benefits are:

- Jump on the bandwagon supplying better faster Internet access products for your clients – the demand for these products just couldn't be greater.
- Become an approved reseller with the UK's No.1 Internet services provider BT.
- Ring fence your key customers to retain your key relationship's, helping them access these products without having to speak with anyone else.
- Create a new revenue stream for your business.

Next... Meet Peter...



Peter has a slightly larger IT business, he has 3 Geoff's and can clear approx. £10K per annum from the above low volume business introductions to us and BT in exactly the same way with all of the above benefits.

If you have anything in common with Geoff or Peter and would be interested in learning more about becoming a Reseller for BT, all you need to do is [click here](#) to register for more information or just call us now on 0800 50 533 50.

Tech Advance are an appointed BT authorised partner focused on supporting a tier 2 model of BT reseller's in delivering BT's Internet access products only to the UK marketplace.

Authorised partner of

