



# Meet Jasmine...

She has a software company providing applications for her clients that are hosted and managed for them in “The Cloud”.

Jasmine works with companies of all shapes and sizes and helps them to service their clients more effectively with the right software for their business.

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

Jasmine has earned a position of trust with her clients and will generally be their first port of call when any changes or developments are being considered regarding their applications.

As time passes by Jasmine’s services are becoming more popular as clients become more interested in considering cloud based applications as opposed to choosing to host and manage them in house on site.

Another point of interest for Jasmine is that she has a relatively small number of key clients whom she really wants to keep hold of. There are 20% of these clients who provide 80% of her income and she will do everything she can to avoid someone else taking these away from her and will add more value where possible to ring fence them from other providers.

Hopefully you are getting the picture, Jasmine is not alone and you might even find you have a lot in common with her.

Jasmines’ clients need a good internet connection to be able to use these services which gives her a unique positioning which we are most interested in as we identified some time ago that we have something of interest to Jasmine that nobody else was offering her. This provided what you could call, a WIN WIN partnership.

In short we are looking for more people like Jasmine.

We have a pretty unique relationship with the UK's No.1 Internet access service provider which means we can help Jasmine make money through introducing a range of Internet and data network connectivity products to her clients from this provider. This is the off-site connectivity only, the part that ALL of her 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 Jasmine as an official reseller for BT, Jasmine can then use the BT reseller trademark, with prior approval on design when marketing BT services on her website or anywhere she sees fit which can be a great positioning benefit for her. Then, when Jasmine has a new client who wants to consider her services or an existing client looking to add more users, she simply contacts us and we help with all the checks in the local exchanges and product options, including special pricing and discounting etc. as Jasmine doesn't want to get caught up in all of that.

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

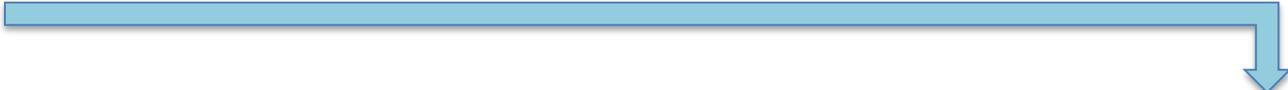
Once all in and working, BT bill directly for the services and any support or faults issues are reported straight into the relevant BT teams as normal, in fact all we have done is make the process simpler for Jasmine and her client. The final step in this process is that we pay Jasmine some commission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

To give you an example on the available returns: If Jasmine helps no more than one client a month switch to Fibre Broadband and say one client every three months to take an uncontended lease line connection with the required upload speeds, her annual return will be an estimated £3,200. Not bad for doing nothing more than introducing and assisting her clients to 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 and niche 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 – your products actually create the demand for these products just couldn't be easier.
- Become an approved reseller with the UK's No.1 Internet service 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 Alex...**



Alex has a slightly larger software solution business. He has 3 Jasmines 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 to his business and clients.

If you have anything in common with Jasmine or Alex 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

