



Partner Services

Your guide to partnering with Spectrum

BETTER PERFORMANCE. BETTER CONNECTIVITY. BETTER RETURN ON INVESTMENT.

At Spectrum, we believe there's always room to be better.

Whether it's better customer experiences, better ways of working, better use of your own time, better system resilience or better profitability, there's always room to be better. Always.

And we don't stop there because what's better today won't necessarily be better tomorrow. Technology doesn't stand still.

That's why we'll always keep challenging you to be better. Always.

Welcome



Congratulations on taking the first step to becoming a Spectrum partner.

In this document you'll find all the answers to your questions with regards to becoming a Spectrum partner and all the benefits and rewards you can expect to receive.

Who is Spectrum

Founded in 1996, Spectrum Telecoms is a telecommunications solutions provider. It's our mission to empower our clients to realise their potential by optimising their connectivity, capabilities and performance.

We do things the opposite way to other telecoms suppliers. We don't start by identifying the products or services that our clients need, we start by asking where they want to be better. We work from there, by defining and then by designing and delivering the communications solutions that will help them achieve maximum productivity & profitability, with minimum wasted expense and effort.

We believe this is the right way.

At Spectrum, we understand that what is better today won't necessarily be better tomorrow, which is why we work in partnership with our customers to continuously review their telecoms infrastructure and keep challenging them to be better.

Our Services



Cloud & Hosted Services

We provide fully hosted alternatives to traditional on-premise servers and applications as well as hybrid solutions to meet the needs of today's progressing business.



Data Connectivity

We work with market-leading providers of data connectivity services to deliver resilient solutions which will support greater collaborative, home and flexible working.



Business Telecoms

Our business telecoms systems allow you to mix analogue, digital and IP devices over a range of secure connectivity options.



Business Mobiles

We can save you time and money by maximising the effectiveness of your employees and your investment in business mobile contracts.

Without the right support services in place, it can be hard to get the most from your investment in technology.

We provide a full-service wrap to support our product portfolio, including analysing your existing estate, making recommendations incorporating innovation, implementation management, project reviews and ongoing managed services that deliver real value.

Why Spectrum for your customers?

Spectrum was built with a vision of delivering quality service, innovation, choice and true value for money to business customers across the UK.

Spectrum operates within a service industry and we stick to four key customer-focused principles:

- Personal touch
- Ownership
- Speed of response
- Deliver on promise

Support Services

By focusing on business communications, we are able to understand the needs of your customer base more effectively and provide the high standard of quality and service they demand. A desire to make communications straightforward means customers benefit from one-point-of-contact and one simple monthly bill for all their communications needs.



**Dedicated
Account
Manager**



**Account
Reviews**



**Expert
Technical
Services**



**Proactive
Help Desk**



24/7 Support

Extensive Product Portfolio

At Spectrum we understand the potential of maximising revenue from your existing customer base. With our extensive and evolving product range, you have the opportunity to increase customer retention by creating 'sticky' customers and generate new commission streams from existing customers.

Data Connectivity

- Broadband
- Ethernet
- MPLS & VPLS
- Point-to-Point
- Converged Services
- Wireless Connectivity

Business Telecoms

- Lines & Calls
- SIP Trunking
- Inbound Voice
- Telephone Systems
- Session Border Controller
- Unified Communications

Hosted Services

- Data Centre Services
- Hosted Telephony
- Cloud Services
- Office 365

Business Mobiles

- Managed Mobiles
- Mobile Applications
- Mobile Office 4G Router
- M2M & IOT

Why become a Partner?

At the heart of the Spectrum Partner Programme is the strategic relationship between each partner and Spectrum. We are committed to working closely with our partners. Furthermore, we provide you with the tools and the one-to-one support you need to attract new business, expand existing accounts and deliver a better customer experience, maximising the value of every sale to create those all-important 'sticky' customers – allowing you to reap even greater rewards for longer!

Who is it for?

This Partner Programme is available to you whether you're...

- An existing Spectrum partner and you want to gain access to another level of relationship.
- A communications dealer working with another Service Provider or Carrier
- A business to business supplier of office stationary, security systems or IT products and peripherals with access to a large SME database
- A new business start-up looking to enter the communications market

We're confident we have a strong proposition you'll want to hear more about and take advantage of all we have to offer.

What level is right for you?

Partner Level	Commission	Partner Responsibilities
Referral Partner	10%	Introduction only – Spectrum will do the rest.
Sales Partner	30%	Introduction and sales cycle support. A sales rep from the partner is required to support a successful sale. Product information, training and sales support from Spectrum available, including pre-sales support and profitability analysis. Once a client is on-boarded, Spectrum's Account Managers support the customer life-cycle.
Business Partner	50%	White-labelled service.

Program Benefits

In summary, the benefits:

- Partner Manager
- Marketing support
- Sales & Pre-sales support
- A dedicated Account Manager for your clients and priority access to our support team
- Sales enablement collateral
- Invitations to Spectrum roadshows and training events

A dedicated Partner Manager and priority access to the partner support team

A dedicated Account Manager will take the time to fully understand your requirements and the specifics you need to help you grow your business. Our Partner Managers are experienced within the communications market. They possess an in-depth understanding of the Spectrum product set, the communications industry and the challenges you face as a Business Partner. Flexible in their approach, they will work with you in the way that best suits your business and individual requirements. Field based and UK wide, they can support you in front of end-user customers to help you close the sale.

Our support team works with your Partner Manager. They are your primary point of contact for all your customer's day-to-day enquiries and ensure the smooth running of every account.

Extensive marketing support

The Spectrum Partner Programme is all about providing you with the tools to help you drive new business and marketing support is at the forefront of the programme benefits.

Our extensive marketing support gives you access to professional point-of-sale information to help you position Spectrum and the full portfolio of products available. These are available in printed and electronic format, and include the following:

- Corporate brochures, product guides, direct mail and e-Shots - to support lead generation activity
- Partner presentations – designed to help you put together an effective pitch when you're in front of prospective customers
- Sales cheat sheets and telemarketing briefs – for your own or outsourced telesales teams

Furthermore, we're open to ideas so if there's something you think would help, let us know. We're keen to hear what you think and are always looking for new ways to help you market Spectrum.

If the idea of joint marketing interests you, our in-house professional marketing team is available to help develop key customer messages and create effective campaigns to target your customer base. Using existing literature and creating electronic marketing, we can quickly help you reach target customers or warm cold prospects ahead of an outbound telemarketing campaign.

As an approved Spectrum Business Partner you are eligible to use the partner logo on your website and in your own marketing literature. You'll also be given a presentation plaque to display in your office.

Please note: Joint marketing is subject to prior approval which is accessed on a case-by-case basis with your Partner Manager.

Invitations to Spectrum Roadshows and training events

As a Spectrum Business Partner you'll receive invitations to all Spectrum roadshows and training events.

If you want on-site training, your Partner Manager is available to train in-house sales or outsourced telemarketing teams on how to spot the right opportunities.

You'll also have access to Spectrum's offices and those of our partner's in order to hold your own events or customer meetings.

How to join

The Spectrum Partner Programme is all about forming a more strategic relationship with our partners and helping you grow your business. To gain more details as an existing Business Partner, please speak to your Partner Manager. If you're not already working with Spectrum call 01283 749 990 or email marketing@spectrum-coms.co.uk.



Be better. Always

spectrum-coms.co.uk
0844 856 3301
info@spectrum-coms.co.uk

Head Office

Spectrum House, 4 Faraday Court,
First Avenue, Centrum 100, Burton Upon Trent,
Staffordshire, DE14 2WX

Registered in England 03290876
VAT NO: GB 694 6813 85