



# PARTNERING WITH M12

M12 Solutions Partnership Programme

A way to add value to your relationship with your clients.

Introduce new revenue streams to your business.

Get rewarded for your knowledge and insight.

A proven and effective method that M12 has used since inception to build value for our partners.

Award-winning telecoms solutions helping your business grow

# INTRODUCTION

M12 Solutions was founded in 2003 on the back of an effective partnership approach. Since then we have earned a reputation with our partners where we operate flexibly and with exemplary quality. We ensure payments arrive promptly and as appropriate, with the right regularity. With systems in place at M12 to ensure every opportunity you bring to us is handled in exactly the way we've agreed and is resourced to win each deal, we are now seeking to expand our partners to take up the capacity we have in our team to support you.

Over the many years we have operated formal and informal arrangements, we have learned that we need to be exactly what you are comfortable with to ensure that we each achieve ongoing success. We work with both ends of the partner spectrum, from resellers to ad hoc introducers. We have identified 5 types of partner and sometimes opportunities might straddle two of these.

## M12 Partners

**Tier 1 Partner Resellers:** Resellers of products and services from M12's portfolio are typically businesses who have a gap in their own. They see the value in engaging with us because of M12's overall package and working with us helps them provide a more complete provision to their client. The reseller will almost always have its own customer service, support and billing systems to 1st line support and customer relationship.

**Tier 2 Partner Dealers:** A dealer of M12s products and services either sells or recommends sales which are on M12's contract terms of business and the dealer earns agreed margin and commission. In some cases, dealers will be trained to sell or will draw on the sales resource of M12 Solutions. The dealer is likely to own their own customer relationship and may undertake some 1st line support.

**Tier 3 Partner Professional Introducer:** This firm is likely to require M12 to conduct the sale in full, with ongoing customer services and technical support. Although the introducer may or may not have their own professional relationship with the organisation.

**Tier 4 Partner Ad Hoc Introducer:** This firm is aware of M12 Solutions' portfolio and occasionally provides business introductions, market intelligence and insight into potential sales opportunities for the M12 team. The business or individual has an informal relationship and is rewarded for each completed sale.

**Tier 5 Partner:** Where we agree to operate in one of the above modes and M12 agrees to be a partner of their business for their products and services in one of the above modes. This may start as a reciprocal lead passing relationship or where resale is via one off deals which might evolve to a more structured arrangement.



Common to all types of partner is:

- A dedicated account manager who will nurture the one-on-one relationship, co-ordinate appropriate experts to facilitate the sale and who will coordinate M12 management's availability for training, insight and support.
- Agreed SLA's for our reaction to your lead provision, meeting attendance, demonstrations and presentations to the end customer.
- An agreed margin and/or commission structure which is either one off or recurring.
- An agreed associated portfolio of products and services of key interest.
- A level of partner training and the creation of an associated storyboard PowerPoint presentation.
- A senior management contact / introduction / ongoing dialogue.



## Margin / Commission

Each arrangement will attract its own agreed rates. The principle of the net outcome for the partner will be attractive, based on the risk / reward, the cost of sale and the ongoing potential.

Examples might comprise:

1. A tier 1 Partner is provided with attractive transfer pricing and they decide on the sale price to the end customer.
2. A tier 2 partner who conducts the sale for M12, we may share the Gross profit equitably.
3. A tier 3 partner who's quality leads turn into business may receive a commission the equivalent of the first month's billing for a new recurring income service, such as hosted voice or an internet line.
4. A tier 4 partner might receive a flat payment for the lead after the first appointment, whether M12 makes a sale or not.

Systems and Services in M12's Portfolio  
for our partner programme include:



**Splice**com

**DBX**

**Giganet**



- Splicecom Phone Systems, Capital Sales
- DBX, M12's Hosted Splicecom Solution
- Hosted Contact Centres
- Network Services
- SIP Trunks and Inclusive Calls
- Ultrafast Business Leased Lines
- SD Private Wide Area Network
- Superfast Business Broadband
- Business Mobiles



## We have for you to tap into:

- Experts to help win the sale.
- Great references in most sectors across the country.
- Best possible service levels for back up.
- The most flexible designed solutions.
- Complete proven network resilience.
- Impressive Award-Winning Credentials.

We understand that you will refer and resell if you know we have the products that will win against the opposition, coupled with the back up levels and credentials buyers need to proceed.

"I was an M12 customer for many years and now that I have set up my own business providing consultancy, project management and telecoms products and services, my relationship with Andrew and the M12 team just keeps getting stronger. Their help and support with product training, technical support, marketing expertise and general listening and feedback has helped me through some of the difficulties in setting up a new business. And their support of the relationship I build with clients has been invaluable."

Paul Streeter,  
PST Telecoms Associates



Find out more about becoming an M12 partner today, please call:

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