

# BUNDLING FOR DIFFERENTIATION

If you're providing your customers with top-class connectivity solutions then you've already got their attention. The next thing is to make sure you can keep it. In order to make sure your customers keep coming back to you, you need to be able to offer additional services on top of your existing portfolio. With the right bundles you'll be able to do this.

## HOW WE CAN HELP

Whatever you're selling we can help you top up your existing services with our straightforward and affordable bundles. You'll be able to add or remove extra services, such as voice or video, giving you the opportunity to present various packages to your customers.

### READY-MADE EMAIL

Getting in touch with your customers has never been easier. We've prepared an email which you can use right-away. Simply copy it over and send it directly to your customers to let them know how you have the best bundles to help their business. Feel free to add your own details before sending.

## BT WHOLESALE HELP

Take a look at our website, [www.btwholesale.com](http://www.btwholesale.com), where you will find more information about our wide-ranging solutions as well as extra material designed to help you learn more, sell more and share more.

If you need any additional information, get in touch with your Account Manager on:

**0800 671 045**

The information in this publication was correct at time of going to print. We may make minor alterations to the specifications of products which do not affect their performance, and may vary prices and delivery charges.

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms part of any contract.

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**: SUBJECT LINE - Everything you need in one place**

To: *Click here to add recipients*  
Cc:  
Subject: Everything you need in one place  
Attachments: none

**THE MAIN BODY TEXT WOULD BE AS FOLLOWS:**

**All you need from one supplier**

We understand the need to be on top of your connectivity options. You need to make sure you've got the best broadband to keep your business running as well as voice services that make your operations run smoothly. We can make this even easier for you by having all the services you need in one place.

**Reputable and reliable**

Our solutions can be bundled together, meaning we can provide you with voice, data, cloud and much more. This makes it easier for you as we tailor-make our services to meet your needs. As we get our services from BT Wholesale, you can rest assured you'll be receiving leading-class services that deliver results.

**Flexible services**

We can scale up or down our solutions to meet your needs, making our bundles easy to understand and use. Whether you want to add to your broadband and take the plunge towards next-generation technology or you're looking to expand on your IT Services, we work closely with you to meet your business demands.

We've bundled our products and services together to make sure you can benefit from affordable solutions that grow as your business does. If you want to know more, please get in touch.

**: INSERT YOUR SIGNATURE AND COMPANY DETAILS**