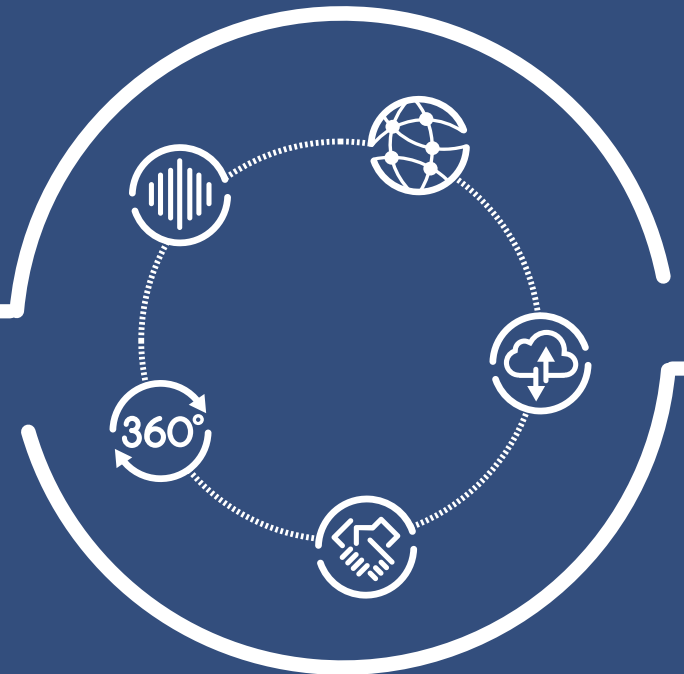


# 5 TOP TIPS FOR SELLING BT WHOLESAL SERVICE SERVICES





**FACT 1**

Your market is more competitive than ever

**FACT 2**

The needs of end-users are constantly changing

**FACT 3**

Working with BT Wholesale gives you an opportunity to differentiate

In order to support you with selling BT Wholesale products the following information provides some key points to centre your customer conversations around.

1

### FOCUS ON RELIABILITY

Your customer can't afford downtime. The impact of lost connectivity or downtime could be huge and they need reassurance that the solutions and infrastructure you are offering will work seamlessly.

Research from [Avaya](#) in 2014 stated that more than 80% of companies who suffered network downtime lost revenue. On average, organisations affected by outages lost £95,000 per hour.

The UK's largest fixed and mobile operators, internet service providers and broadcasters rely on us to deliver services to their customers. The high profile nature of these businesses means they need service availability 24/7, that's why they work with us.

2

### EMPHASISE NATIONAL COVERAGE

If your customers have offices or employees around the country they don't want to have the added complication of dealing with multiple providers to ensure they all have connectivity and communications solutions available to them. Your customers just want for their people to be able to connect, no fuss, no hassle.

Our extensive national network means you can offer high quality and reliable services, all backed up by our breadth of expertise, scale of support and constant innovation.

3

### SUPPORT YOU CAN RELY ON

Customers understand that every now and then there may be unavoidable issues that arise and cause interruptions in service. Whilst this is an issue, the way in which it is dealt with will be the defining factor in determining whether it remains just a one-off issue or develops in to a disaster.

The speed and scale of response that we can bring to bear on an issue is significant. With more than 1,700 BT Wholesale employees dedicated to helping customers coupled with guaranteed support levels means that any unexpected downtime will be dealt with swiftly.

4

### SOLUTIONS TO ISSUES

End users priority is to understand how you're going to solve a business issue or address a priority area for them. Focussing on the positive outcomes of deploying a product solution rather than the technical specifications it provides will help engage the customer better and close the sale.

We have solutions which have been created to solve a multitude of customer issues. Irrespective of the type and size of customer, there is a product solution to suit.

5

### BUNDLING IT ALL UP

It's often said that the whole is more powerful than it's constituent parts. The same approach can be applied to telecoms services. By bundling up a number of different services customers can amplify the benefits which they would have had from buying each service individually.

Our services can be easily integrated with each other, giving the opportunity to deliver even greater value to customers.

