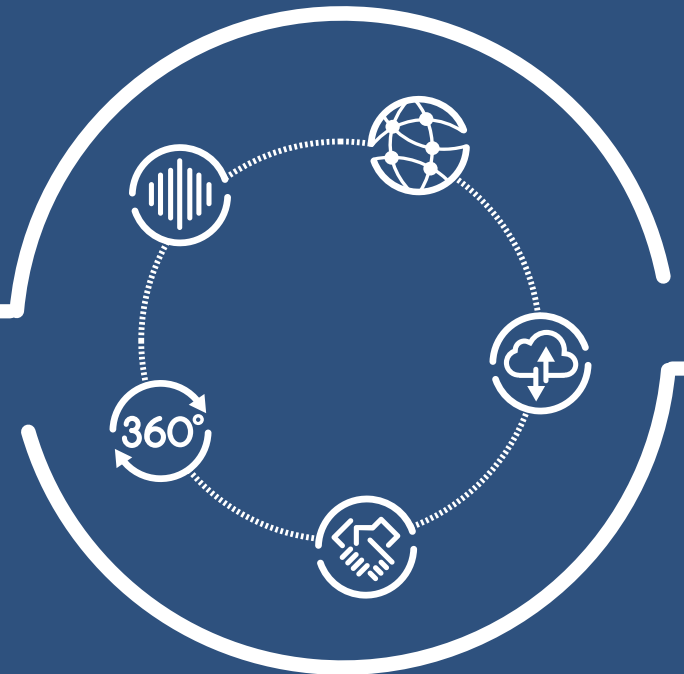


5 TOP TIPS FOR SELLING DATA SERVICES



In order to support you with selling Data Services, here are some great points to centre your customer conversations around.

1

TAILORED SERVICES AT A MINIMAL COST

Your customers want to keep costs down while making sure they have a future proofed solution tailored to their needs. They don't want to feel restricted by their chosen service, as their business grows they need a solution which can adapt with them.

Our 'pay as you grow' pricing helps minimise costs and gives your customers the flexibility they need for a growing business. With the perfect combination of hardware, software and IT solutions available, your customers will be able to take advantage of the service which best suits them.

2

IMPROVED AVAILABILITY

Slow connectivity or unreliable coverage interferes with everyday business productivity and is extremely frustrating for users. Too often customers find they are caught out by patchy coverage or live in hard to reach areas and miss out on the fastest broadband speeds.

With our broadband services available to over 99% of UK homes and businesses, your customers can take advantage of our high performance and high speed connectivity solutions to get the job done.

3

WE MAKE IT EASY

Businesses don't want to further complicate their daily operations any more than they have to. If it sounds too difficult or disruptive they won't be keen on progressing discussions.

However if there is one thing we can simplify for them, it's their connectivity solution. We reduce barriers leaving them with more time to focus on running their business not trying to solve technical issues. We'll provide both peace of mind and business continuity whether customers choose to roll out new data services or scale their current setup.

4

QUALITY AND RESILIENCE

Having confidence in the quality and resilience of their data connections is a key concern for customers. They want to know that they've invested in a high quality service which will need minimal maintenance from them.

Our data services incorporate the largest fibre broadband network in the UK and more Ethernet access options than any other UK network provider. Customers can feel confident that they are using the most reliable and resilient offering in the market. Our extensive experience and expertise allows us to continually provide the highest quality services to suit any business requirement, ensuring that once your customers makes the switch they'll be able to exploit new opportunities quickly.

5

BACKBONE TO YOUR IT PORTFOLIO

The need to be connected is now so intrinsic to operating a business that your customers need the reassurance that their data connectivity will be available at all times. They also need to know that any investments they make will provide value over the longer term.

Our 21C network delivers outstanding performance and reliability, providing you with the ideal foundation for your wider IT infrastructure. Our data services are about more than just connectivity. We see them as a supportive backbone to all other technology investments, allowing customers to take advantage of the opportunities presented by new and emerging technologies.

