

## Telstra Channel Programme

### 1. Why Telstra?

Telstra provides a comprehensive product range which includes Voice, Internet Access, Col-location and Hosting, Managed Networks and Security Services. All backed up by a channel support team that's second to none and a network that's one of the best in the world. Joining Telstra offers your business:

- a long term relationship with one of the world's largest and most financially stable telecoms companies
- access to an extensive portfolio of data products
- Line Rental, Carrier Pre Selection (CPS) provisioning and indirect access for voice
- unrivalled business support
- access to our UK SDH fibre network, and to over 200 countries
- tier-1 carrier with commitment to the UK market
- a global parent with AA credit rating and annual turnover in excess of £8 billion
- industry leading fault management and 24/7 European Customer Service Centre based in the UK
- online provisioning and management tools
- ongoing training programme
- pre and post sales support

### 2. What are we looking for?

Telstra's indirect sales channel is an essential part of Telstra's sales strategy. We rely on our channel to help us grow our business and we are always looking for outstanding companies to help us meet our aggressive targets for growth. If you have an established customer base and want to form long term relationship to deliver leading telecoms products, then the Telstra Channel Programme is for you.

### 3. What's on offer

We've assembled an outstanding suite of telecoms products over the past fifteen years which are easy to sell because they meet customer needs. We offer a broad range of data solutions alongside our voice products and plan to deliver converged products in the very near future. Our networks are new, extensive and have the capacity to deliver high quality service at competitive prices. We have a suite of online tools that make working with us easy, covering everything from provisioning to fault management and billing. Our channel is supported by a team of specialists who provide all that you need, from day to day admin support and technical advice to help you close the sale, through to advice on marketing to make sure you get the most value from your customers.

### 4. Models

As part of the programme you can choose to work within one of two business models to suit your needs and abilities. The models we operate are as a Partner or as a Service Provider.

#### **a. Service Provider Model**

If you can take responsibility for the client relationship, are capable of managing the selling, billing and first line support and want to earn a higher percentage of the revenues, then this model provides an attractive opportunity which is right for you.

- You contract with the end customer
- You bill and collect payment from customers directly
- You manage the ongoing customer relationship including first line service calls

- You are responsible for cross selling and up selling
- You are responsible for setting the prices Telstra provides you with a cost schedule and a range of useful tools

As a Service Provider you'll be able to offer your clients our extensive suite of telecoms products and you can set your own prices, determining your own margins. You'll also have the support of Telstra's Service Provider team, who will offer support both before and after the sale, helping you to maximise your revenue opportunity. This team includes an Account Manager, a Customer Relationship Manager and a Pre-sales Consultant.

We want to make it as easy as possible for you to service your clients well so we also deliver a range of support options through our Partner Portal, which provides online provisioning, order tracking and instant access to call detail records, to help you serve your clients efficiently and effectively.

#### **b. Partner Model**

If you have channels to prospective customers and want to earn on-going revenues without the ongoing commitment to manage customers - and without having to provide billing and support, then this model is right for you.

- You introduce customers and receive a monthly commission based on the margin achieved
- Telstra contracts with the end customer
- Telstra bills and collects from the customers
- Telstra manages the customer relationship including service issues
- Telstra remains responsible for cross selling and up selling
- Telstra provides the cost base, but you can set the pricing
- Telstra provides support with customer retention from their client services team

As a Partner you'll have limited ongoing management burdens and will earn commissions based on the actual margin achieved. Telstra handles all of the customer billing, collection and support issues. And you'll get a full range of valuable benefits to support your sales efforts, which include full visibility of revenues and margins, field based sales support, telephone based account management of all new customers, a customer service department, flexible pricing options, access to our vendor portal and a guaranteed buyout option on future commissions.

Your customers will also benefit from our range of online customer account management tools that let them to view bills, see usage stats and manage non-geographic numbers, so they remain in control of their services.

### **5. Our services**

By joining Telstra your customers will be in good company, as 50% of the world's top 400 businesses have chosen Telstra. That's because we not only offer the best customer service, but we've also brought together the absolute best that modern communications technology has to offer, both nationally and internationally. All this allows your customers to conduct better business with their clients, whilst maximising their commercial advantage.

- **Voice** - we offer a wide range of dial plans to suit any type of business user and we also provide all the technical support needed to link multiple sites, connect to PBXs or set up private networks. Then we offer value added services to help users get the most from their telephones, which include all the different types of inbound numbers, voice and web conferencing, intelligent call diversion and routing solutions.

- **Internet Access** - our range of internet access solutions is so broad and flexible it has something for any business. From dial-up to DSL and on to global access at gigabit speeds we've got solutions to meet any need, including travelling staff, home workers and satellite offices.
- **Managed Networks** - our range of managed networking solutions enables businesses to safely share data, voice communications and much more and our network services include IP VPNs, International Private lines and Multi-Protocol Label Switching (MPLS).
- **Security** - Telstra can offer advice and a suite of security solutions to help achieve real peace of mind. For example, Telstra's Managed Firewalls are tailor-made for each customer, balancing security features with budgets.
- **Co-location and Hosting** – housed at Telstra's purpose-built state-of-the-art datacentre in London, we offer a real alternative for organisations that depend on their e-business capabilities and want nothing but uncompromising reliability,

## **6. Purpose and structure**

The Telstra Channel Programme provides a structured schedule of support options for our Partners and Service Providers and ensures that the benefits you receive are appropriate for the type and level of relationship which we develop with you. We offer a three-tiered system of accreditation which provides a range of support features which will be relevant to your business. Our aim in devising this accreditation system is to develop closer relationships with our Partners and Service Providers, improve our partner recruitment processes, extend product knowledge within our channel community and as a result generate more sales across a broader range of services. Ultimately this will generate increased revenue for both ourselves and our channel.

The Telstra Channel Programme is open to both Partners and Service Providers and has three membership levels, which are Platinum, Gold and Approved. This model enables you to enter the programme at a level that fits your business, either at Approved or Gold - and also offers an invitation-only Platinum level for the partners with whom we work most closely.

## **7. Programme benefits**

The benefits offered by the Telstra Channel Programme will assist you in selling more of Telstra's services and consequently enable you to earn higher commission. The key components are:

- **Training** - to assist you in understanding our product ranges
- **Collateral** - to provide you with a professional image that works for your business
- **Events and incentives** - to reward and motivate your teams
- **Sales support** - in the form of hard sales leads and support, to help you close new business
- **Marketing support** - to assist in planning, new business campaigns and production of collateral

### **Approved**

This is the entry level for the Telstra Channel Programme. To qualify for this level you will need to commit to a minimum amount of new business per month and attend a required minimum level of training. Approved status is an ideal opportunity for you to test out your relationship with us, to make sure that it works for your business and to gear up for transition into the next level. We will provide tools and services to assist you in marketing your business effectively and in identifying new business opportunities. These support services increase as your level of accreditation with us increases.

Approved status brings the following benefits:

- **Product and provisioning training** to ensure that your staff fully understand the Telstra proposition and the provisioning process, which will ensure you have no problems with provisioning issues in the future.
- **a Telstra partner plaque or certificate** to display in your reception area and use as a sales tool.
- **logo artwork** to be used on your own marketing collateral as required. We will provide you with a logo that is relevant your programme type and accreditation status, which can be used for all your promotional activities, collateral and web pages. This allows you to leverage the Telstra brand and position your business as a Telstra Partner or Service Provider. We will also supply a set of brand guidelines to assist you in using the logo correctly.
- **a Telstra sales pack** consisting of a branded leather sales folder and sales presentation document
- **access to our Partner Portal (name?)** which contains details on our services, including product specifications, FAQs and the provisioning process.
- **corporate and product literature** in PDF format. We will provide PDF versions of Telstra-branded data sheets, sales presentations and brochures which can be downloaded from the Partner Portal for use as sales tools.
- **a quarterly business update** which takes the form of a mini sales conference to update you on latest news such as achievements, product launches and customer wins.
- **product launches** to officially launch any new products to our Partners and Service Providers.
- **annual sales incentive programme**
- **annual Beach Volleyball event**

## Gold

This level enables you to develop and consolidate the relationship between your business and Telstra. This requires commitment to a greater level of new business and a wider range of training for your sales team.

Gold status also brings the following additional benefits:

- **Marketing Development Fund (MDF)** – which is approved on a case by case basis subject to campaign approval. This fund has been created to part-fund marketing activity which is carried out by our Partners and Service Providers. We provide up to a 50% reimbursement on marketing activity, with the exact amount being linked to a percentage of your sales transfer value with us.
- **co-branded literature packs** printed on your behalf. This gives you the opportunity to co-brand collateral with your logo, or use existing collateral and brand with your logo. These tools will enable you to align your messages and marketing with Telstra's, whilst also promoting your own brand. Items which can be co-branded include emails, direct mail, product sheets, advertisements and brochures. Templates will be provided on the Partner Portal in PDF and artwork format and will be developed for both partners and Service Providers. As new pieces are developed for Telstra, these will be modified for our Partners and Service Providers also.
- **corporate and product literature** in hard copy format as well as PDF. We will provide hard copies of Telstra-branded folders, data sheets, sales presentations and brochures which can be requested via the Partner Portal, enabling us to track usage and manage stock control.

- **corporate and product literature** in PDF format.
- **placement on the Telstra Partner Intranet** which is a directory of equipment and service providers. This enables our sales teams to pass relevant leads and opportunities on to you. To sign up, all you need to do is provide us with a summary of your business, core services offered and contact details. Leads will be sent to via the intranet, enabling success rates to be measured.
- **Service Provider and Partner-specific sales incentive programmes** - these are approved on a case by case basis subject to approval. We provide up to a 50% reimbursement on incentive programme activity, with the exact amount being linked to a percentage of your sales transfer value with us.
- **corporate events** such as the ballet and Beach Volleyball
- **four additional Telstra sales packs** consisting of a branded leather sales folder and sales presentation document.

### **Platinum**

This level is by invitation only and represents our highest level of strategic alliance with our key industry partners. Platinum Partners and Platinum Service Providers enjoy the highest level of support and partnering services, deliverables and activities, covering all of the above, plus:

- **marketing planning** - which offers a review of your business from a marketing perspective to identify areas that can be developed. This must be undertaken before and MDF allocations are agreed.
- **qualified sales leads** – which are leads generated during telemarketing activity undertaken by our own telemarketing team. These leads will be allocated based on each partner's performance and will require full feedback and tracking to ensure that this activity provides benefit for Telstra and our partners. All leads will be managed on-line and once a week you will need to update a lead tracking spreadsheet to update the progress of each opportunity.
- **telemarketing budget allocation** which is a similar process to lead allocation but which provides additional marketing budget to be 'spent' on telemarketing in terms of agent days exclusively with Telstra's telemarketing team. During these days our telemarketing effort will be exclusively focused on generating leads for your business. The same requirement for feedback and tracking will apply.
- **additional Telstra sales packs** for all of your sale team, consisting of a branded leather sales folder and sales presentation document
- **allocation for your clients** at corporate events and the annual Beach Volleyball event.
- **bespoke quarterly business update meetings**
- **bespoke product launch events**
- **co-funding of a bespoke launch event** to launch our sales incentive programme to your sales team
- **pre-packaged marketing campaigns**

## Programme benefits at a glance

	Approved	Gold	Platinum
Product and provisioning training	Yes	Yes	Yes
Partner plaque or certificate	Yes	Yes	Yes
Logo artwork	Yes	Yes	Yes
Telstra sales pack	Yes	Yes (5)	Yes (for all sales team)
Access to Partner Portal	Yes	Yes	Yes
Corporate and product literature in PDF format	Yes	Yes	Yes
Quarterly business update	Yes	Yes	Yes
Product launches	Yes	Yes	Yes
Annual sales incentive programme	Yes	Yes	Yes
Annual Beach Volleyball event	Yes	Yes	Yes
Marketing Development Fund	No	Yes	Yes
Co-branded literature packs	No	Yes	Yes
Corporate and product literature in hard copy format	No	Yes	Yes
Placement on Telstra Partner Intranet	No	Yes	Yes
Partner-specific sales incentive programmes	No	Yes	Yes
Corporate events	No	Yes	Yes
Marketing planning	No	No	Yes
Qualified sales leads	No	No	Yes
Telemarketing budget allocation	No	No	Yes
Client allocation at corporate events	No	No	Yes
Bespoke quarterly business update meetings	No	No	Yes
Bespoke product launch events	No	No	Yes
Co-funding of bespoke incentive launch event	No	No	Yes
Pre-packaged marketing campaigns	No	No	Yes

## 8. Training

There are a number of different training courses available to you as a Telstra Partner or Service Provider. Some of these are required as part of your accreditation and some are optional.

### **Telstra proposition training**

All Partners and Service Providers who take part in the Telstra Channel Programme must complete training on the Telstra Proposition. These sessions will consist of courses notes and an exercise at the end of the course, to test that the information has been understood - a certificate will be issued for participants who complete the exercise successfully.

### **Provisioning training**

The objective of provisioning training is to ensure that your staff fully understand the Telstra provisioning process, which will ensure you have no problems with provisioning issues in the future. Provisioning training is achieved through a combination of training sessions and support guides. A training manual will be provided for your staff in the form of an updateable manual which details:

- how to complete an order for each of the services
- the required provisioning and customer information for each of services
- FAQs and common issues

A regular calendar of training days is offered and your staff will be invited onto the next available session. After this session they will receive a copy of the training manual, which will also be available on the Partner Portal, and a certificate of accreditation.

A desk aid is also provided which contains a summary of the process for provisioning each of the services and key customer information required.

### **Sales training**

Sales training is achieved through a combination of training and support guides – and will be broken down in to the following categories:

- Telstra proposition
- Voice services
- Data services

The objective of sales training is to ensure that our Partners and Service Providers:

- understand the Telstra story and proposition.
- are aware of the full range product range.
- understand the Telstra product proposition and how to position against competitors offerings for each product.
- understand product applications, features and benefits.

A training manual will be provided to your sales staff in the form of an updateable manual which covers:

- a market overview and customer requirements
- a generic product overview
- the Telstra product proposition
- our competitive positioning
- our product features and benefits
- our pricing
- our sales order fulfilment process

A regular calendar of training days is offered and your sales staff will be invited onto the next available session. After this session they will receive a copy of the training manual, which will also be available on the Partner Portal, and a certificate of accreditation.

### **Training requirement**

Telstra proposition and provisioning training is compulsory to become an Approved Partner or Service Provider.

## **9. Technical and sales support**

Telstra offer technical and sales support for all Partners and Service Providers. This is provided via telephone or via dedicated technical and business development personnel, depending on your level of accreditation.

- all Partners and Service Providers can receive technical and sales support by telephone.
- Gold Partners and Service Providers can also receive sales support via a business development manager.
- Platinum Partners and Service Providers can also receive technical support from a dedicated

technical sales support engineer and sales support from a business development manager and the Telstra senior management team.

## **10. Marketing Development Fund**

This fund has been created to part-fund marketing activity which is carried out by our Gold and Platinum Partners and Service Providers. It is allocated on a case by case basis subject to campaign approval. We provide up to a 50% reimbursement on marketing activity, with the exact amount being linked to a percentage of your sales transfer value with us.

### **Marketing planning**

Before the provision of any MDF can be agreed, our channel partners will need to take part on a marketing planning session. We schedule a half day planning session with you, which involves a Telstra account manager and our marketing partner, to develop a joint marketing plan. This marketing plan will then be reviewed with your account manager on a quarterly basis.

The key areas which are covered include:

- assisting you in the formulating the marketing plan.
- increasing the effectiveness of your sales and marketing efforts.
- allocating Marketing Development Fund (MDF) to support agreed sales and marketing activities.

The marketing plan will generate four areas of activity - Strategy, Positioning, Planning and Implementation.

- **Strategy**  
We will help you to identify potential markets, develop market entry strategy and ongoing strategic direction. This will include information gathering, a planning workshop, strategy development and validation.
- **Positioning**  
We will help you to evolve your positioning to meet the needs of the market and to clearly differentiate yourself against competitors. This will include devising a positioning statement, a sales proposition and a sales proposal/pitch.
- **Planning**  
This is the tactical sales and marketing plan which is designed to achieve strategic objectives, which will include a marketing calendar, specific marketing campaigns, campaign materials and sales support materials.
- **Implementation**  
This is the last part of the marketing plan which involves actually making things happen. We will support you with MDF allocation, assistance with marketing campaigns using our marketing partner and then with reviews after the activity has taken place.

In addition to the Marketing Development Fund, the marketing planning session and the other marketing support outlined in Section 7, we have also put together a set of pre-packaged marketing campaigns. These will allow you to make use of your own marketing budgets and your available MDF even more effectively. Each has a fixed financial value which will be part-funded by Telstra. The percentage of the part-funding would be agreed with you on a case by case basis.

### **Package 1**

**Cost - £4,000**

**Estimated qualified leads generated – 20+**

This package can be either an 'email-blast' to a 500 name list including creation of the HTML email and distribution or the mailing of a direct mail postcard to a 300 name list including design, print and postage. Both options include data supply, 80 hours outbound lead generation telemarketing activity, lead management via the Partner Portal and weekly reporting.

### **Package 2**

**Cost - £8,000**

**Estimated qualified leads generated – 40+**

This package can be either an 'email-blast' to a 1,000 name list including creation of the HTML email and distribution or the mailing of a direct mail postcard to a 500 name list including design, print and postage. Both options include data supply, 160 hours outbound lead generation telemarketing activity, lead management via the Partner Portal and weekly reporting.

### **Package 3**

**Cost - £14,000**

**Estimated qualified leads generated – 70+**

This package consists of an 'email-blast' to a 1,500 name list including creation of the HTML email and distribution AND the mailing of a direct mail postcard to the same list including design, print and postage. Also includes data supply, 280 hours outbound lead generation telemarketing activity, lead management via the Partner Portal, a Microsite containing partner information and a call to action, an inbound freephone number and weekly reporting.

## **13. Telstra Channel Programme requirements**

All requirements for entry into and progression through the programme are the same for both Partners and Service Providers.

- To enter at Approved level you will need to meet all of the requirements outlined in this document.
- To enter at Gold level you will need to have six months billing as well as meeting all of the requirements outlined in this document.
- As already indicated, entry to the Platinum level is by invitation only. This invitation will only be made when all of the requirements outlined in this document are met.

### **Business planning**

This is something which is required for our Gold and Platinum Partners and Service Providers. We are committed to assisting you with business planning at the start of our relationship (or when you move into Gold from Approved) and then on an ongoing basis as the relationship develops, during our quarterly business planning meetings. The purpose of this activity is:

- to ensure that we understand each others business objectives.
- to establish commitment to the partnership from both parties.
- to review current business activity.
- to identify new business opportunities.

The business plan itself takes the form of a spreadsheet which is held on the Partner Portal and which can be downloaded, completed and reviewed during the planning meetings.

	<b>Approved</b>	<b>Gold</b>	<b>Platinum</b>
<b>Business planning</b>	No	No	Yes
<b>Marketing planning</b>	No	Yes*	Yes*
<b>Revenue potential</b>	Not specified	£50,000 monthly run rate	£500,000 monthly run rate
<b>New business revenue commitment</b>	£1,000 per month	£1,000 per month	£50,000 per month
<b>Exclusivity</b>	No	No	Yes*

\*For Gold and Platinum Partners and Service Providers, we will assist you in the development of a marketing plan.

\*For Platinum partners all new business must be booked with Telstra.