

e-guide

Why now is the right time to **diversify your business**



Introduction

The 2020s are the decade of the Fourth Industrial Revolution – the Digital Revolution.

We have seen huge strides in the adoption of collaborative systems that enable people to work more flexibly, are better for the environment and increase productivity. Workers now expect seamless and efficient tools to do their job more efficiently, and customers are far more savvy when it comes to what a true omnichannel experience feels like.

Now that many businesses are at least aware of the need to embrace these systems, decision-makers are looking towards the future. The financial case for maintaining a hybrid, fully prepared taskforce is more powerful than ever – as is demand from a significant proportion of the workforce who enjoy the additional flexibility.

But success relies on having reliable communications and connectivity to empower remote collaboration.

Less than half of business service providers currently offer voice, collaboration tools or mobile services. Meaning there's a huge opportunity to provide your customers with the communications tools to maintain and grow their business.

Now is the perfect time to diversify your product portfolio, whether it's adding telecoms or honing the opportunity to add comms solutions.

Diversification benefits at a glance



Broaden your portfolio with additional high-quality products and services



Add a new and reliable revenue stream



Attract new business and develop more opportunities to upsell and cross-sell



Give customers the business-critical communications tools they need



Upfront, recurring commission or one off payment structure



Flexible model, with a sales enablement programme to help you identify and close more deals

Your customers are talking to someone about their business comms, **why not you?**

The PSTN switch off is an opportunity

According to a survey highlighted by Gamma, just 8% of businesses in the UK are ready for the PSTN switch off.

That figure is likely to have changed somewhat since 2021, but there is still hesitancy in the market.

This is caused by a number of things – a lack of knowledge and education, a 'head in the sand' approach, not wanting to face the fact that change must happen.

More businesses are becoming aware of the absolutely critical nature of being prepared for the PSTN switch off – thanks to competitors reaching out to them and encouraging them to make the leap.

Why isn't this you? While your competitors are speaking to potential customers, you are losing out on deals. The best thing to do is speak to your customers: if you aren't speaking to them, someone else is.

If you're ignoring this opportunity, or if you're not able to spot opportunities within your base, you are missing the chance to raise the issue with your existing clients.



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Diversify to satisfy your existing customers

Your customers are looking for solutions right now.

They want communications tools that will help them prepare for anything. The right solution will empower your customer to achieve business growth and grow with them.

Introducing communications services to your portfolio needn't be difficult. You can add communications to your offering by partnering with a vendor who has a wide product portfolio.

Your ideal partner will have a broad range of options that can complement your other products and services, allowing customers to integrate communications into their wider business strategy, consider:



Business-grade SIP trunks for reliable VoIP calling to replace traditional phone lines



Unified communications to support voice calling, video conferencing and instant messaging



Scalable, flexible WAN, reliable, fast connectivity to power line of business applications



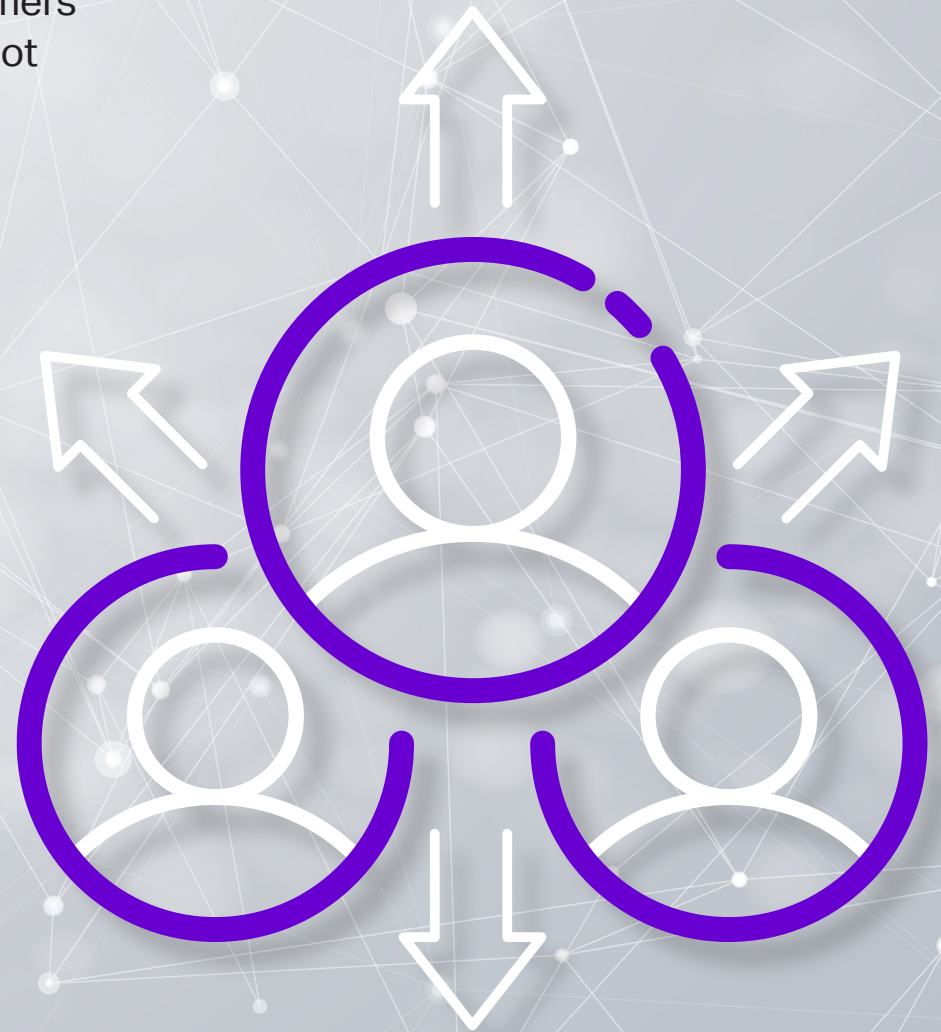
Business-grade mobile services for maximum productivity

Diversify to satisfy your existing customers

Once you have a suitable portfolio of products and services to resell, you'll need to ensure your customers know what you're offering, your team is ready to spot new opportunities and you have **the right comms relationship to offer the quality of service your customer will expect from you.**

You'll then be ready to start having conversations...

They know you, they trust you and they are more likely to act on your recommendations.



How your customers will win with your diversified portfolio



Improved communications

With unified communications, your customers are better connected and it will arm them with the right tools for success.



New ways of working

Your customers will need new tools to support hybrid and remote working – unified communications allow them to connect and communicate any time, anywhere and using any device.



Lower purchasing overheads

By purchasing new goods and services through an existing partner, customers can reduce cost of acquisition and total cost of ownership.



Lower costs

Cloud-based systems are cheaper to operate and maintain than traditional PBX systems, helping your customers to better control and reduce their telecoms spend.

Diversify to attract new customers

Comms providers are neither rare nor hard to find. With so many competing products and services on the market, it's little surprise that your customers cannot find what they want—which is why so many are using sub-optimal tools and platforms.



By including telecoms, your diversified portfolio becomes even more attractive to new customers.

By offering multiple services you can simplify the procurement process – a powerful proposition for businesses of all sizes.

At the same time, a wider choice of products and services is a powerful incentive to existing customers too. By giving them more of what they need, you can increase account retention – and lifetime value.

For the best chance of success, it's important to consider how you and your partner will differentiate your offering to generate business with both new and existing customers.

Diversify for integration

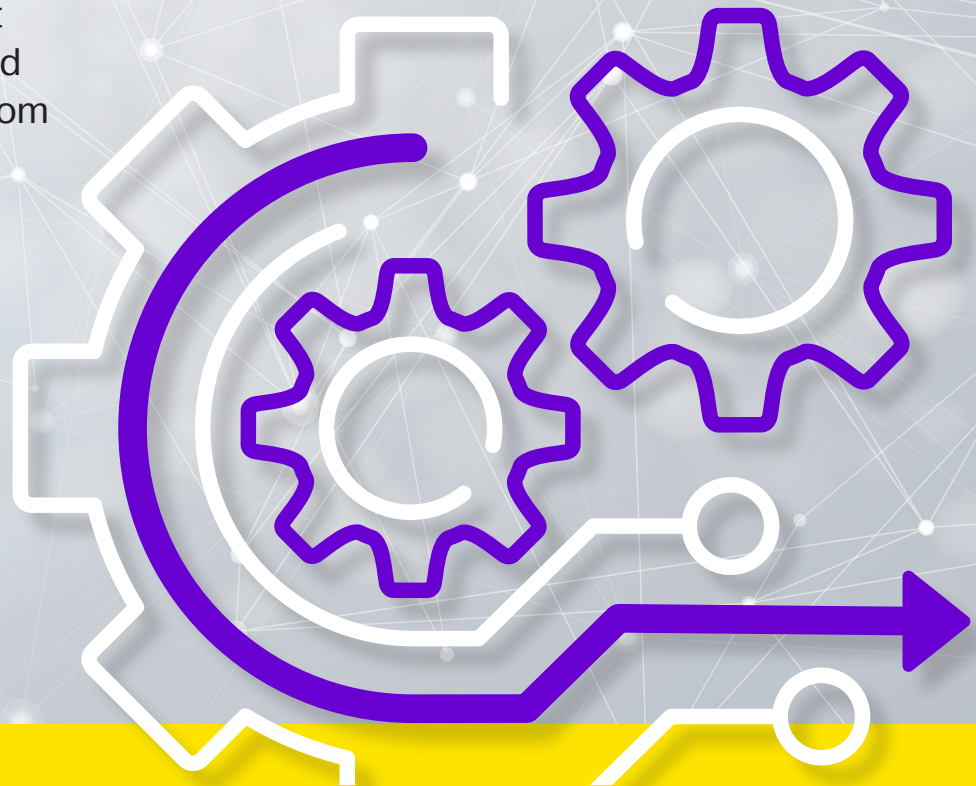
As businesses have adjusted to the remote working model, the importance of unified communications has become ever clearer.

Your customers know that communications channels need to be embedded with other processes and systems to increase efficiency and productivity.

However, the technical complexities of integration are significant (or insurmountable) for most resellers. But this does not mean you should exclude telecoms products and services from your portfolio – even if the projects require significant technical input.

Rather than limit your portfolio – and value to your customers – you should look for a partner who allows you to sell their integration services.

They do the integration work, the customer gets a unified comms platform tailored to their needs and you earn a recurring or up-front commission on the deal.



Diversify to maximise profitability

Historically the barrier to entry to selling telecoms has been high. Telecoms billing is a dark art and the burden of regulations are something that companies would try to avoid.

If telecoms is not a core service offering, the operational overheads of calculating and billing customers would eat into potential profits every month. Then there are the concerns about the ongoing costs of managing and supporting telecoms technology for the implemented solutions, particularly if you need to employ an in-house team to support new systems.

But trying to cope without specialists will likely result in a degradation of the service offered to customers, and an increase in the cost of operations.

There is an easier way

Your ideal partner will take care of implementation, support and billing – and the associated costs. Your commission on the deal is unaffected by any ongoing costs.

More vendors/communications providers are making it easier to offer solutions by removing the barriers for entry – they aim to map progression to help you evolve your offering alongside business growth, and the requisite increase in customer appetite.



Convergence of business services and unified comms is the future.

Those businesses who do not add compatible solutions to their portfolio are likely to struggle to retain customers long term.

Diversifying now will help your business stay relevant and attract more revenue even as market uncertainty continues.

Discover which Gamma partnership works best for you and your business using our infographic

Which Gamma partner model works for you?

FIND OUT MORE

