

## Grow your business with Gradwell

### Improve your IT offering by providing award-winning Internet telephony and broadband to your customers

Partnering with Gradwell is a great way to generate extra profit for your IT business. You can extend your product range with award winning Internet telephony, especially designed for the small business user.

What's more – we can even take out the legwork of generating new business, by passing you confirmed customers, where all you need to do is show up and install their VoIP phone system. For those with more aggressive new business strategies, we can also provide sales and marketing training, toolkits and leads. Either way, by working with Gradwell you can grow your business with a steady stream of small business customers using, not only the Gradwell suite of products – but ideally placed for you to sell them your full range of services.

<b>Certified Partner</b>	• 10% commission, no min. monthly revenue
<b>Silver Partner</b>	• 15% discount, £500 min. monthly revenue
<b>Gold Partner</b>	• 20% discount, £1,000 min. monthly revenue
<b>Platinum Partner</b>	• 30% discount, £5,000 min. monthly revenue

You can join our partner scheme on the package that suits you and your business, and you can upgrade at any time. Naturally, a partnership involves a little give and take. So, to qualify for the extended benefits you'll need to meet different monthly income levels and demonstrate a good understanding of the Gradwell products. Of course, there's a bedding-in period to get you to that level, with training and support provided to get you there.



We partner with Gradwell services because they are easy to work with and competitive on price. We can communicate with them easily both technically and for sales, which sets them apart from the competition.

**James Rossell, Centric IT**



#### 10 reasons to become a Gradwell partner:

- Add award-winning products to your offer.
- Attractive rates, giving a healthy margin.
- Flexibility to operate under the Gradwell brand or your own.
- Ready-made customers handed over to your business.
- Sales support to help seal bigger deals.
- Sales training to help you convert more sales.
- Marketing training and toolkit available to help you run your own campaigns.
- Hands-on account management from Gradwell.
- Regular communications, updates and networking.
- Early access to the newest Gradwell products, putting you ahead of the competition.

Enjoy generous rates,  
comprehensive training resources  
and a dedicated account manager.



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Features	Certified Partner	Silver Partner	Gold Partner	Platinum Partner
Set up	£250	£500	£500	£500
Master Brand	Gradwell	Partner	Partner	Partner
Branded Domain	YES	YES	YES	YES
Bills End User	Gradwell	Partner	Partner	Partner
Supports End User	Gradwell	Partner	Partner	Partner
Partner Receives	Commission for the life of customer account	Wholesale Discount	Wholesale Discount	Wholesale Discount
Partner Revenue Commitment	Must be active**	£500 per month*	£1,000 per month*	£5,000 per month*
Trained Staff Requirement	1	2	3	4
Qualified Leads	YES	YES	YES	YES
VoIP Package Setup/Recurring	10 %	15 %	20 %	30%
UK Land Line Calls	10 %	30 %	35 %	40 %
Other Calls	10 %	15 %	20 %	30 %
Broadband	10 %	Access to wholesale packages	Access to wholesale packages	Access to wholesale packages
Monthly Partner eNews	YES	YES	YES	YES
Partner Portal	YES	YES	YES	YES
Online Learning Resources	YES	YES	YES	YES
Partner Welcome Pack	YES	YES	YES	YES
Certified Partner Collateral	YES	YES	YES	YES
Dedicated Account Manager	-	-	YES	YES
Early Access to New Products	-	-	YES	YES
Priority Feature Development	-	-	-	YES

All packages with bundles calls (such as UK Unlimited) attract a discount of 10% only.

\* New partners are given a six month period to reach this requirement. Partners who fail to reach the requirement will be invoiced the difference.

\*\* Commission is paid for the lifetime of the customer whilst the partner is classified as active, which means signing up at least one new customer every month.

**Platinum Plus:** If you are likely to be generating revenue on Gradwell products in excess of £10,000 per month, then of course we will reward you accordingly. Please talk to our partner team if you wish to become a Platinum Plus Partner.