

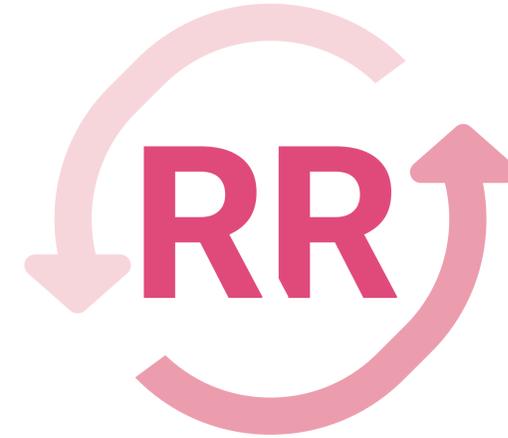
Green Guide to Success



Generating Revenue as a *VoIP Partner* in 2020

01 | RECURRING REVENUE AS A BUSINESS MODEL

- › **Increases business valuation**
- › **Eliminates starting from \$0 each month**
- › **Easier to forecast**
- › **Gold Standard business model**



As the IT industry has evolved, everything from IT Services Agreements to backups and email hosting, to name a few services, has moved to a monthly recurring revenue model. As consumers, we see this model at work when we pay for our monthly entertainment subscriptions or when we pay for our smartphone hardware upgrades.

Recurring revenue is so valuable because it is predictable. It increases a business' valuation and gives owners the freedom to focus on growth and other value-enhancing efforts rather than spending all of their energy trying to match last month's or last year's numbers.

Recurring revenue's advantages has made it the gold standard business model and MSPs who make it a larger part of their income stream are making the right decision to sustain their business.



02 | VOIP AS A RECURRING REVENUE GENERATOR

Voice over Internet Protocol - VoIP is the future of telephony.

As traditional analog lines become more and more expensive, legacy telephony systems continue to fall away, and IP phones move onto the network, VoIP steps easily into the mix – providing a cost effective, reliable, and consistent solution.

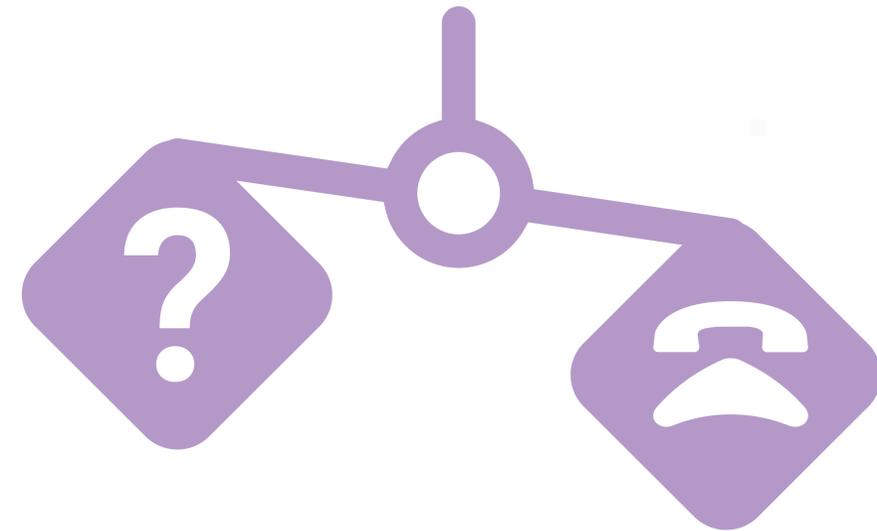
By becoming part of the MSPs' IT services portfolio, VOIP is allowing MSPs to easily add additional monthly recurring revenue to their business by serving their existing customer base and appealing to new ones. MSPs are in the best position to reallocate savings on VoIP towards other IT projects for their existing customers and to find savings that can be applied towards an MSP contract for new customers.

- › **Perfect fit for an MSP's services portfolio**
- › **Reallocate IT dollars**

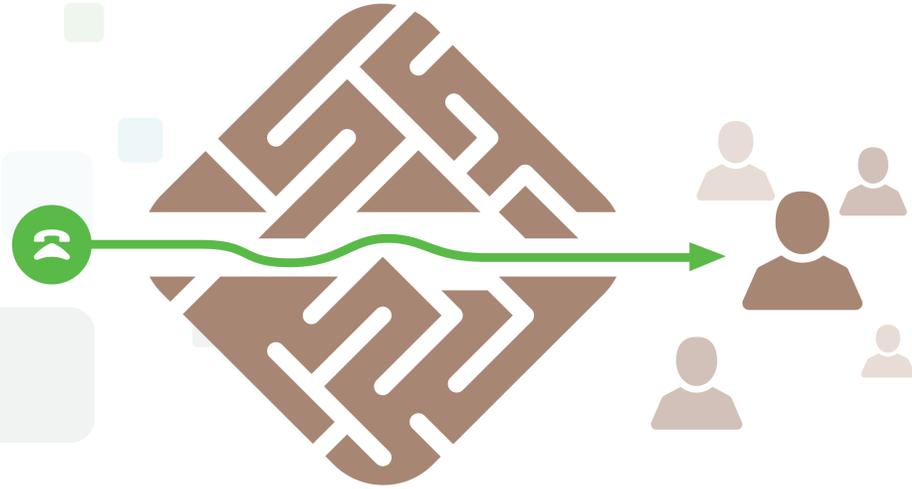
03 | WHY GREENLINK?

We started out running an MSP

- › **Flexibility**
- › **Reliability**
- › **Commitment**



We started out running an MSP – but soon found our needs for a VoIP provider simply weren't being met by existing vendors. After making a “wish list” that included flexibility, reliability, and commitment, we realized that the solution we needed simply didn't exist – and so we set out to create one. GreenLink was designed to satisfy all three priorities on our own wish list: flexibility to offer a variety of options based on customer needs, reliability to ensure unmatched service quality, and commitment to our customers and partners in a channel only model.



The sales process for VoIP is very straight forward and works very well whether an MSP is selling to an existing customer or using it as a prospecting tool. We offer comprehensive partner support, including online training videos, sales engineering assistance, a partner portal with electronic quoting, training webinars, brandable assets, and a savings calculator. Simply add VoIP service to your existing IT Services portfolio and watch recurring revenue levels increase.

04 | **EASY TO SELL**

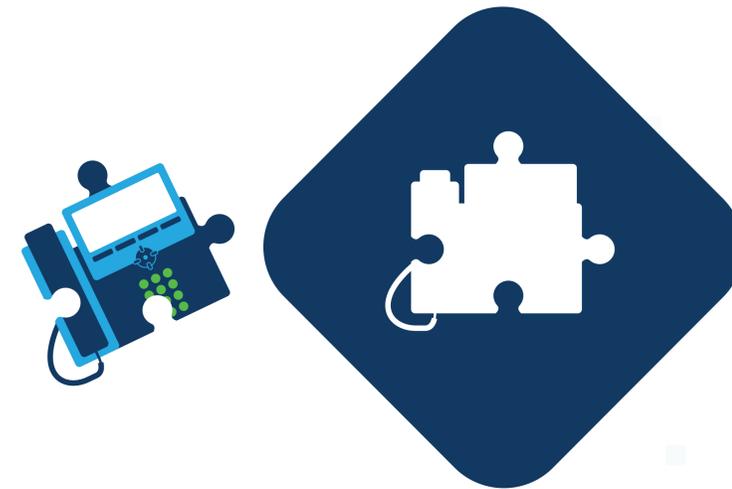
Income generation can be almost immediate.

- › **Training**
- › **Assistance**
- › **Support**

05 | EASY TO IMPLEMENT

We handle the onboarding process so you don't have to

- › **Managed Onboarding**
- › **GreenLink does onboarding**
- › **No extensive training**



We handle the entire onboarding process from agreement signature to the delivery of a plug and play phone. Making it easy to add GreenLink VoIP as a service on your IT services portfolio without worrying about using your own resources.



Our goal is to ensure that the partner is able to handle every scenario when it comes to customer configuration. Your customers can choose the best option for their business when it comes to VoIP: they can move their phone system to the Cloud or integrate VoIP with an existing PBX. Flexible options mean that customers not quite ready to retire their current phone system can integrate that system with VoIP technology and more readily transition later. Helping their customers consolidate phone service with their IT service has never been easier for an MSP.

06 | CUSTOMER BENEFITS: OPTIONS

- › **Cloud Phone System**
- › **SIP**
- › **SIP to PRI**
- › **SIP to Analog**

07 | CUSTOMER BENEFITS: EQUIPMENT

- › **Buy outright**
- › **Rent as needed**
- › **Choose your brand**
- › **Use Existing Equipment**



We provide the flexibility businesses need by supporting a wide range of phone models within multiple brands including Yealink, Grandstream, Polycom and Cisco. Customers also have the option to buy, rent, or use their existing IP phone equipment.

For some businesses, initial costs can stand in the way of getting off the ground and expanding as quickly as desired. Being able to choose between buying equipment outright or renting can leave extra funds in reserve for unforeseen expenditures and increase the chances of ultimate success.



08 | CUSTOMER BENEFITS: SUPPORT

The main objection many business owners have to making the switch to VoIP is based on fears over substandard call quality, or lack of support should there be an issue. The main objection potential partners have to adding VoIP as an offering also includes worries over customer service. GreenLink provides high quality calling with customer and technical support that is always available – providing a seamless experience for partners and customers alike. In addition, working in tandem with IT providers ensures that configuration and setup are done correctly the first time and that everything is running as expected.

- › **Crystal clear calling**
- › **Great customer service**
- › **Proper configuration**
- › **Seamless deployment**
- › **Unlimited technical support**

09 | PARTNER BENEFITS: VOIP AS PART OF IT SERVICES PORTFOLIO

- › **Sell to existing customers**
- › **Attract new customers**
- › **Cross and upsell with ease**



For partners who choose to offer VoIP in tandem with other IT services, the potential is unlimited.

VoIP is appropriate for small to mid-sized to enterprise businesses. VoIP can be marketed as a stand-alone service to new customers or marketed as part of the overall IT managed services that an MSP provides to its existing customers.

GreenLink can be scaled up or down to fit a business' needs, connected to traditional analog or moved fully into the cloud. GreenLink transitions from location to location with ease.

With GreenLink running on the network that you manage and maintain, it makes sense to capitalize on VoIP recurring revenue.



We offer a variety of incentives and tools to increase your revenue generation potential! We don't have a direct sales team, so you aren't competing with us for customers. We help you generate leads, provide sales engineering assistance and joint sales calls. You get a high evergreen commission, plus bonuses for every 25 extensions sold –additional incentives are also available in the form of monthly rewards and 100% FREE VoIP services for your entire company.

10 | **PARTNER BENEFITS: GREENLINK**

You get flexibility, reliability, and commitment.

- › **20-25% evergreen commissions**
- › **\$500-\$1,000 bonus per 25 extensions sold**
- › **Channel only sales model**
- › **100% Free Services to the Partner**

11 | WHY PARTNER WITH GREENLINK?

With us, winning matters.

- › **You win**
- › **We win**
- › **Everyone wins!**



When you succeed, we succeed, which means that we want you to make money. GreenLink has received multiple awards as the top VoIP revenue generator, thanks to our commitment to our partners, our promise to stay channel only and our unprecedented high commissions and bonuses for our partners. Contact us at partners@greenlinknetworks.com to find out how easy it is to become a partner with GreenLink and start increasing your revenues today!



Green Guide to Success | *Generating Revenue as a VoIP Partner in 2018*