

# FONE LOGISTICS LAUNCHES NEWS B2B DEALER PROGRAMME

Following the two year success of Fone Logistics' Select Business scheme, the mobile phone distributor is now launching a new 2009 to 2010 business to business partner programme.

Partner Select is the latest exclusive dealer partner programme for the promotion of high value and quality B2B connections. This year, the focus will also be on selling additional services such as mobile broadband, mobility solutions and BlackBerry handsets and applications.

Fone Logistics withdrew its original scheme, which worked in exclusive association with O2, in Q4 of 2008 in the wake of the industry shake up.

It has now been replaced in conjunction with the launch of the O2 Approved Programme that Fone Logistics has launched with selected partners, to be better equipped for today's marketplace and to help maintain Fone Logistics' position in the market.

Fone Logistics is looking to tee up an exclusive partnership with up to 18 top dealers across the country from both the mobile and comms arena, who can best deliver on volume, data services, quality stats and manage churn to minimise disconnections.

Dealers will be given more formal minimum performance targets to reach, with those achieving the highest sales rewarded and be required to commit to a tenure and accelerated earnings.

In return, Fone Logistics will provide these channel partners with a unique series of tools and support facilities, as well as quarterly guaranteed commercials. The delivery benefits will also include a range of branded marketing materials, lead generation and products and services, such as exclusivity on new to market handsets and/or network services and preferential stock allocation.

Fone Logistics sales and marketing director, Julien Parven, said: "This new model is more credible and suitable for today's marketplace, as we are now offering dealers guaranteed quarterly commercials as well as discount matrices and other additional funding," he continued. "Our intention, as we grow the Fone Logistics market share, is to be the most active distributor in supporting and incentivising our dealers and to continue to become the standard for partners to work with."