

# FONE LOGISTICS ACHIEVES RECORD 3 SALES

Mobile airtime provider, Fone Logistics, has smashed sales targets by 280% after achieving record breaking numbers of 3 connections.

Fone Logistics struck an eight month deal with 3 at the end of October 2008 to deliver a business to business mobile phone connection plan from November to June 2009.

In Q1 Fone Logistics exceeded its connections target by 94%, it more than doubled forecasts in Q2, (making 2,860 connections instead of 1,000) and in the final quarter it smashed targets by a staggering 300%, connecting almost 5,000 B2B customers.

Fone Logistics managing director, Ian Gillespie, said: "Throughout each of the three quarters we have managed to beat each of our targets by more than double month on month, and in the final quarter we almost managed to quadruple this. By setting our dealers high value incentives, and excellent customer service, this is what can be achieved. The next few quarters' connection targets are even higher and we are raising the bar in terms of dealer minimum performance levels."

The success of the arrangement has led to 3 Business to re-commission Fone Logistics for a further six months.