

# Dial up an opportunity

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Set up your own telecommunications company

Sick and tired of recorded messages and phone queues when contacting your phone company or internet provider - why not set up your own telecommunications company.

"You can deliver quicker, more personal service for less cost by getting into the telecommunications business yourself. If you have a computer, telephone and internet connection, then from \$35,000 you can become a fully-fledged phone company and internet provider. And you don't need technical knowledge or know-how to do it," says **Telcoinbox's** Shannon Fisher.

"This gives our franchisees the ammunition to compete for residential and smaller to medium-sized business customers across all phone and internet services including tolls, 0800 toll free services, wireless broadband, web and email hosting and VOIP. This means you have access to a huge range of telecommunications products at extremely competitive wholesale prices. **Telcoinbox** then provide you with comprehensive training and access to all the systems and tools you need to successfully activate, manage, bill and service your clients."

Shannon says that the market place is very receptive, with over 70% of small and medium size businesses surveyed saying they are open to cost and solution-based arguments to switch companies.

## How it works

"Essentially, the **Telcoinbox** franchisee focuses on sales and customer service while we are responsible for the technical side as well as tracking and billing," says Shannon. "Each franchisee does business under their own brand - to their customers, they are the phone company and internet provider so there is a human face to the business. **Telcoinbox** stays in the background, but as part of the franchise fee we have a design company work with each franchisee to develop their brand name, logo, stationery and website. By building their own brand, the **Telcoinbox** franchisee has the potential to create an incredibly valuable asset for on-selling."

Franchisees are free to set their own pricing, and the easiest sales approach is usually to make a free offer to analyse current costs for phone and internet services.

"But the clincher is customer service," says Shannon. "Franchisees offer their customers easy access to a real person who they know is the business owner with a vested interest in doing their best for them. Here's a competitively-priced telecommunications solution provided and supported by a local guy. They may be working from home, or even a car, but through **Telcoinbox** they can deliver high standards of product, technical and customer services. Once word of mouth kicks in, then you're away. Many of our Australian franchisees started by approaching their friends, colleagues and neighbours and the communities develop a real sense of ownership about 'their' phone company and the franchisee becomes a local hero. Even a small town can support several franchisees, as a customer base of just 200 can generate an excellent income on a recurring basis."

And the name?

"It's so easy that everything you need to get started fits into one small box," says Shannon. "Ring me today and I'll tell you more."