



Easynet Connect launches first Sales Agent Referral Scheme to offer more choice to the channel

[Easynet Connect](#) creates new options for internet and colocation channel partners

London, 15 June, 2009 – Leading business internet and colocated hosting provider, Easynet Connect today announces its first ever Sales Agent Referral Scheme to support its existing channel reseller programme. The new Sales Agent Referral Scheme is designed to offer more opportunities for a wider range of partners to earn commission from selling Easynet Connect’s internet connectivity and [colocation](#) services.

Although open to all partners, the new Sales Agent Referral Scheme will benefit those in particular who were previously unable to fully manage the ongoing technical support and billing procedures required to be a full reseller. Once a referral is complete and the service installed, the sales agent receives a one-off lump sum commission fee. [Easynet Connect](#) then services and supports the end-user directly, helping smaller partners boost cash-flow without the need for ongoing commitments or up front investment.

The new Sales Agent Referral Scheme will run alongside Easynet Connect’s existing Reseller Programme, in which the reseller fully owns, manages and supports the customer, in return for ongoing commission payments.

Debbie Roberston, Director of Sales and Marketing at Easynet Connect said of the new scheme. “We believe this is the first time a [B2B internet service provider](#) has offered this kind of sales agent scheme, which we’re confident will help partners of all sizes, in particular smaller consultants. We implemented the scheme following feedback from channel partners who recommended our services but couldn’t justify the long-term commitment of a fully managed service or afford the high set up costs. These partners

are important to us so we wanted to ensure their loyalty was rewarded in a simple, straightforward and meaningful manner.”

Simon Harrison, Director of [Leased Lines UK](#) said of the announcement: “Easynet Connect’s new sales agent model provides the perfect structure for us to work within. We generate the leads, handle the initial introduction and then pass on the client and their requirements direct to Easynet Connect’s team. This model provides the perfect infrastructure, allowing us to get on with what we do best, generating new business and adding additional value-added services to our client base whilst Easynet Connect handle the technical support, implementation and billing of the client”.

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Editor’s notes

About Easynet Connect

Easynet Connect is a leading provider of quality connectivity and internet access for small to medium size businesses.

Established in 1994 and part of BSkyB Group, Easynet Connect has the second largest network in the UK with 6030km of fibre and last mile access to more than 70% of UK businesses via a network of more than 1,200 unbundled exchanges.

Easynet Connect was the first provider in the UK to provide [DSL services](#) over an unbundled local loop and has pioneered managed LLU services for business. The services range from business class [ADSL](#) and [SDSL](#) through to high-quality, leased line equivalent and Ethernet based services. Our SDSL coverage is currently the most extensive in the UK.

For more information visit www.easynetconnect.net or call 0800 053 1777.

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