A Mad Man' Vision

About

Andre van Niekerk.

Founder and Management Member at CompleteSA. CompleteSA is Revolutionizing the Telecommunications landscape in the South African market with disruptive, innovative, simplified technology. (Absolute Mobility)

Leading up to CompleteSA - Experienced Technical Director with a demonstrated 18 Year history of working in the Telecommunications industry. Skilled in Software Development, VOIP, Routing, Networking and Security, Contact Centers, and Unified communications solutions. Strong project management and Systems/Processes skills.

An Amazing Product..

We truly believe Andre has built an amazing product. A product that can disrupt the Pbx ecosystem , a product that mobilizes the workforce .
A few sales are generated !! And then out of the blue some other company with thousands of existing customers wants to sell it for us.

No, this isn't some startup fairy tale. They are Resellers and Channel Sales Partners and there are tech companies out there making hundreds of millions of Rand's from them. But we all have started working with a reseller and haven't seen a dime?

Time to engage with a Reseller or channel partner..

The problem is, that if we want to get results from resellers and channel sales partners we need to know when to engage with them and how exactly to get the most from their resources.

What is a Sales Channel Partner?
There are lots of different ways we can get other people to sell our product for us. From referral and affiliate programs to consultants and agencies. But by far, the option that could potentially bring you in the most sales is Resellers and Sales Channel Partners.

They have a talented, dedicated sales force. Thousands of customers who trust them and want to buy from them. And a brand that people trust. All we have to do is supply them with the goods.

When is the right time to start engaging with sales channel partners?

First, let's get the basics out of the way: If we are trying to get your first 10 or 100 customers, resellers and sales channel partnerships aren't the right channel for you.

If we have only just built an MVP that we are trying to sell so we can learn from real customers, these aren't the right channels for us.

Here's why:

Resellers and sales channel partners are not our golden ticket: These are strategies to accelerate and speed up existing growth. Not create it from scratch.

They are only good at selling something that already works:

If we can't prove our product brings tremendous value to its users, these sales partners aren't going to magically start selling it for us. Their incentive is to keep their clients happy and make money. And if our product doesn't help them do that, they're not going to put in the effort.

A reseller or sales channel can only accelerate the momentum and growth we already have.

So, if we are 6 months to a year in, have a product that already has traction and growth, have experimented with and found success with content marketing, paid ads, and inbound and outbound sales, then it's a different story. (***We at Complete SA think we are nearly there and porting delays will be sorted out***)

We want to only engage with them when the time is right and we are ready for that type of scale. Never before.

The right Reseller is the most important customer :

To make our partnership a success we have to treat our resellers like our most important customers.

If we think we are ready, we have had meetings, and we are ready to sign the contract, if we think our work is over? Hell no! It's just started.

The work isn't signing the reseller, it's what happens after we sign the contract.

Focus on the sales rep :

But still, 90% of startups focus all their energy on negotiating and ignore the sales reps who are actually going to sell their product! And what happens if a sales rep isn't convinced that a product is amazing and they're going to make lots of money selling it? Not a damn thing.

Instead, we should be investing at least 2–3 months working on the channel partner, before they can work on their customers on your behalf.

At a bare minimum, this means we need to:

Training facilitation and training centre :

Set up shop at your new sales partner's office

Bring a support person, an engineer, and a marketer and set up shop in your new partner's office and sell your product to them every single day.

Create marketing and sales collateral for their team: Write the partnership announcement with them and give them sales scripts, case studies, and any other marketing materials they need.

Sit next to their reps and coach them: Pick a few top sales reps and observe how they sell. Be around to explain how to overcome objections and get the sale.

Research how our product fits in their ecosystem: Understand what other products they're selling and find ways yours can integrate with and complement them.

Sell up from the sales team to the C-suite: Do everything you can to help the reps make money. Because the more success they have selling your product, the more they'll talk about it to people above them.

You can't leave that organization until you've built at least the same amount of traction with them that you have with your other customers. And that's going to take time, effort, and money.

But while it might take resources, these programs can make all the difference in scaling your business and hitting tens or even hundreds of millions in revenue. But it only happens if we put in the work.

Without the right timing and approach, we are wasting resources we don't have.

There's no denying this is a costly customer acquisition strategy. And there's always the possibility we could go through all this work and still have the partnership fall flat.

But the potential results are worth the risk. If we are ready.

Before we approach these kinds of partners, make sure we have put in the work. Have a product we know we can sell. And then give them everything they need to do the same. With the right time and effort, these kinds of partnerships can become rocket fuel for your startups.

And boy was Andre ready, it will be an impossible task to articulate the Simplification of the Mobile Pabx in words so please see below how the product was simplified and humanized by Andre, so whoever is under the illusion that this product is a my brain child, it is NOT.
THANK YOU ANDRE.

absolute mobility
connectivity . simplified

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Market Approach

With a fresh outlook on the market, we have created a whole new parallel market to Hosted PBX and VOIP

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Why Mobile PBX

Do you own a mobile Device?

Is it a Smartphone?

Have you been trained how to use it?

1G 2G 3G 4G 5G

What do you do when an active call drops?

Does Your Mobile phone work when there is Load Shedding?

When last did you call your Service Provider?

Conclusions
- It is acceptable to have dropped calls on Mobile Devices
- To have a bill of around R 1 500 is standard for Management / Business Owner, this is the market related average.
- Mobile is always the Backup Service when office Telecoms Solutions fail

Why can't this be the primary solution?

#noVoip #itsnotapabx

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Building an Absolute Solution

1. Stable World class network
2. Reliable, Market Leading Hardware
3. Intuitive software
4. Quick, Easy, Simplified deployment

A solution that is powered by the Perfect Problem statement

Human Connection

Method to Madness

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Problem Statement

???

1. IP
- IPv4 / IPv6
- Complexity of solutions
  NAT
  Routing
  Codec's
  Routing / Firewall
- SIP – Toll Fraud
- Mobile Client
  Uses Mobile Data
  Drains Battery when app is in use
  Dial from Mobile Client
- Network Equipment
  POE Switches
  CAT 5 Cabling
- UPS – Power Solutions
- Last Mile

2. Technical Department
- Increasing cost to company
- Human Element / HR
- More Experienced / Cost Increase
- Constant Upskilling needed
- Vehicles, Fuel, Traffic

costs cutting

2 Well known problems with current telecom solutions

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Software Solution

- White Labelled Mobile Application
- Custom Quick Extension Dialling
- Feature shortcuts
- No need to browse Phone Book for Internal Extensions
- Reseller Advertising Tool
  (Log Service Calls, Sales requests, Point to Web page)

Human Connection

Method to Madness

MPBX Contact Editor

MPBX Contact Editor

This app allow add # to prefix phone number and save as second phone number in your contact

Remove Contacts Starting With #

Add # To Prefix As a Second Contact

Dialling App
Duplicates Contact in contact, and prefixes with a #

ANDROID   Absolute Mobility

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Deployment

- 1 Printed User Guide
- Quick Ref Guide per User in Phone's box
- Mem Stick
  User Guide
  Quick Ref Guide
  Operator Training Video
  Custom Mobile App
- Branded Packaging
- Sim inserted into phone, and pre tested

Printed User Guide

Mobile PBX Feature Guide

Welcome Letter

Training Video

Welcome to the future of Telecoms

Quick Ref Guide

Quick Reference Guide

Mem Stick

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Diversify the solution Product Offerings

1. Absolute Mobility
- GSM Only
- Native Dialling App
- Contact Editor
- Custom Internal Dialling App

Core Focus is Simplification

2. Complete Mobility
- GSM Only
- Native Dialling App
- Contact Editor
- Custom Internal Dialling App
- UC Communicator
  Presence
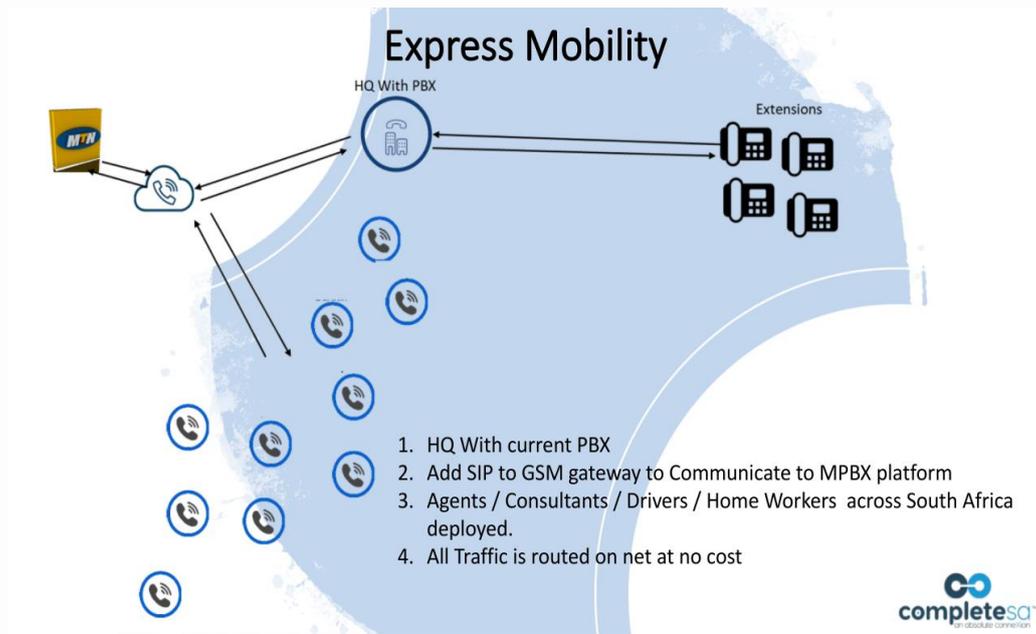 SIP dialling (International Use)

Core Focus is Simplification

3. Express Mobility
- GSM Only
- Native Dialling App
- Contact Editor
- Custom Internal Dialling App
- UC Communicator
  Presence
  SIP dialling (International Use)
- SIP Trunk - (IP PBX)

Core Focus is Existing Customer Mobility bolt on solution

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Communications . Simplified . Andre Van Niekerk