



Engagement of Tier 1 Channel Partners (Terms of Reference)

BACKGROUND

The Enterprise Business Unit (EBU) drives the sale of internet and data to the corporate and SME Clients. With the introduction of Digital Services as the new Revenue stream which going to take the centre stage in the Enterprise Business, a different customer engagement has to be devised to increase the Sales Volumes. In a quest to accelerate the rate at which quality business sales leads are turned into actual sales, there is need to engage the Tier 1 Channel Partners to focus on the Enterprise Business.

1.0 SCOPE OF WORKS

The Enterprise Business requires strong business relationships and stakeholder management. The Hallmarks of good business relations include trust, loyalty, and communication. The success of long-term business relations is dependent upon trust, as it can foster business satisfaction, co-operation, motivation, and innovation. Companies give business to people they easily relate with. The Tier 1 Partners will therefore be involved, Customer Acquisition, Relationship and Stakeholder Management as well as payment collection.

1.1 Customer Business Engagement/Stakeholder Management

Stakeholder management is the process of maintaining good relationships with the people who have most impact on the business. Communicating with each one in the right way can play a vital part in keeping them "on board. High engagement of customers to ensure exceptional quality customer acquisition is achieved. In addition, they will also market the new Zamtel Products to existing and non-existing customers.

1.2 Relationship Management

Through direct and indirect means, the Tier1 Partners will help create and improve the relationships between business world and Zamtel. Relationship management is the key tool that links all members of a particular supply chain. Effective relationship management will bring about mutual trust and confidence and create for business opportunities.

1.3 Payment Collection

As we endeavor to ensure that all services provided are paid for in full, the Tier 1 Partners will assist pursue payment collections from the engaged customers. The Tier1 Channel Partners will be paid their commission based on what they have

collected as clearly stated in the commission structure. For avoidance of doubt, the partners will be paid when the acquired customers pay.

2.0 PRODUCTS

The Channel Partners will drive the following products.

- i. Digital Service
- ii. Corporate Internet
- iii. MPLS and Data Services
- iv. Corporate Mobile Services
- v. Home Broadband (LTE/Velocity)

3.0 REQUIREMENTS

In order to qualify, the Tier 1 partner should possess the following:

3.1 Companies

- Certificate of Incorporation, Tax clearance certificate, TPIN etc...).
- Must be familiar with Zamtel Products solutions offered.
- Ability to market Zamtel product solutions on their marketing platform with Zamtel's consent (Added advantage).
- Submission of Company Profiles

3.2 Individuals

- Tax clearance certificate, TPIN etc
- Must be familiar with Zamtel's Telecom solutions offered.
- Must Submit the personal Profile

Remuneration

The remuneration for the Channel Partners will be based on commission. The commission will be based on the set rate which will be calculated off the net value of the sale they bring in on monthly basis.