

looking for TELCO TYCOONS

COMPASS COMMUNICATIONS LAUNCHES A TELECOMMUNICATIONS FRANCHISE THAT OFFERS IT ALL

⇒ With recent developments in the telecommunications sector, there are plenty of opportunities for specialist firms to break into the market that was formerly a virtual monopoly. One such firm is Compass Communications, which is now offering franchisees the opportunity to market a wide range of telecommunications products in their own exclusive region.

Compass first started providing fax broadcast services to business customers in 1995. Since then, the company has established a nationwide network employing 180 personnel with offices in the three main centres. The company takes great pride in being the largest telecommunications company which is wholly New Zealand-owned, and has annual revenue exceeding \$200 million.

Since 2000, Compass has been operating a wireless service offering broadband, voice over internet protocol, managed services, VPN (virtual private networks) and the largest range of calling cards, such as Talk'n'Save, KiaOra and V8 cards, in the country. 'We deliver a huge range of telecommunications solutions to thousands of business and home customers,' says Graham Eriwata, the company's national franchise & wholesale manager. 'Our customers benefit from huge savings and have all their costs on one itemised bill every month.'

Graham knows just how much that can be worth to franchisees. 'At various times I've had my own company and been involved in sales and marketing for many years. Selling straightforward solutions that actually save the

customer money is a winning formula – especially in an industry that is literally growing every day. The decision to appoint franchisees throughout the country will allow the company to reach even more customers more quickly, and open a genuine opportunity to the right kind of people.



GRAHAM ERIWATA

'We are looking for entrepreneurial types who may well have a telecommunications background. The pilot franchise in Tauranga has been up and running since November 2009 and has ironed out many of the inevitable problems that any new enterprise experiences. The rewards have been mutually beneficial and within five months the customer base has grown exponentially.

'Owning a Compass franchise provides you with the full range of telecommunications services. Instead of selling lines or one-off mobiles, you'll have access to the very latest products and services, including wireless broadband, mobile, PBX solutions and a range of fixed line options. You will be able to approach potential clients with a range of quality options all designed to reduce their costs, knowing that you have Compass behind you to handle product and service development, technical support and billing. But the best part of all is that sales generate on-going revenue on a monthly basis.'

Depending on region and population, franchise areas are available from \$40,000. 'If you have the ability to create your own niche in a rapidly-growing market, this could be the opportunity for you,' invites Graham. 'Visit our website and find out more.' ■

ADVERTISER INFO

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