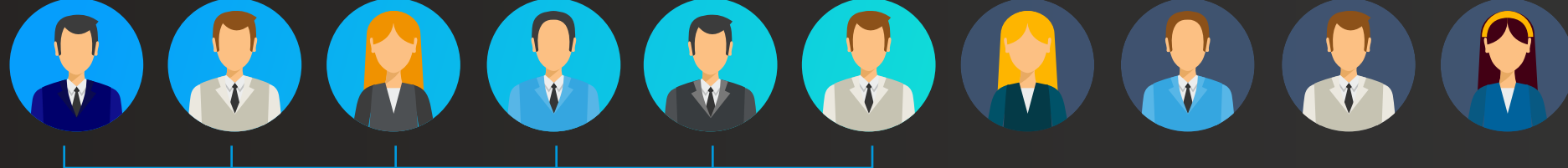


# Unlock the value of 3CX in 8 Simple Steps

You need a communications solution that stands out from the crowd.



**6/10** Customers prefer to purchase independently. This number is growing!



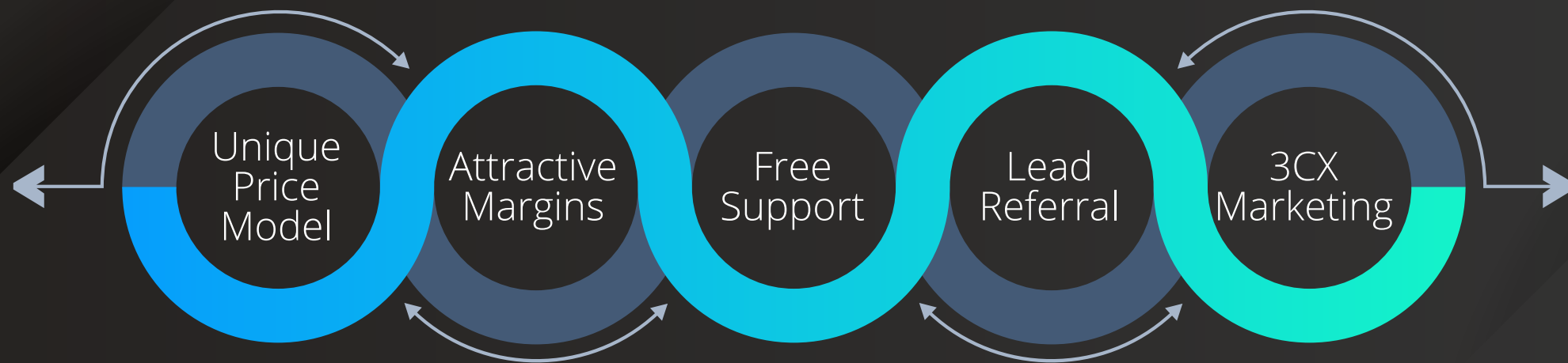
By the end of 2020, 85% of sales will be handled without human interaction

In today's market you CANNOT simply sell, your business needs unique ways to add value and 3CX can help. Here's how to set yourself up for success:

## 1 Partner with 3CX

Partner directly and we'll help you to differentiate your communications offer.

### BENEFIT FROM:



## 2 Take Your Certifications

Handle bigger and more complex installs by taking all three of our certifications. The bigger installs will demand a higher cost AND you'll quickly progress through the partner program.

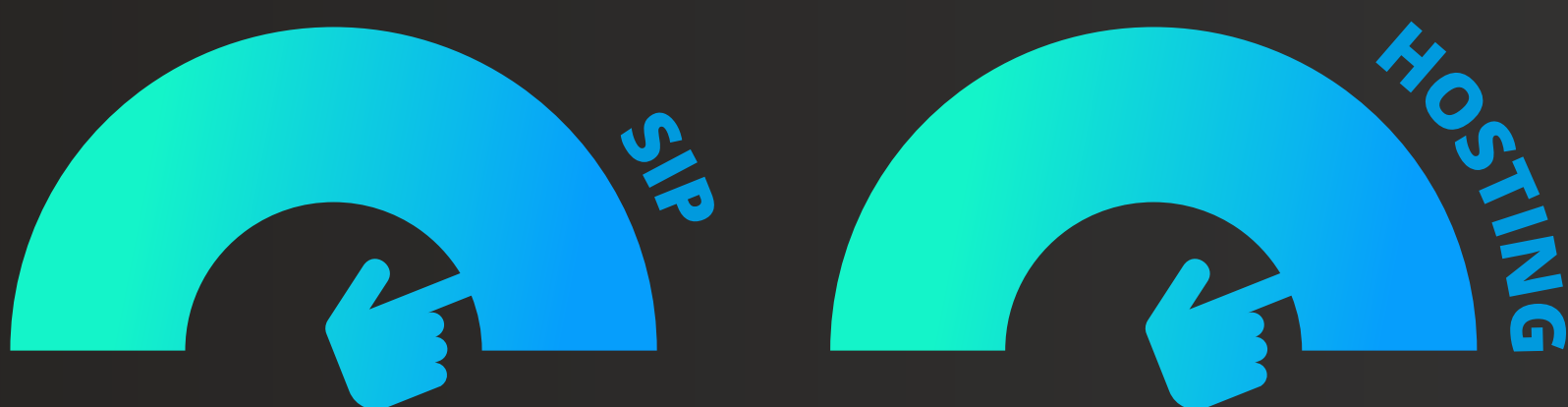


## 3 Build your Solution

We bring the PBX. You differentiate with your choice of:

# SIP + Environment + Hardware

Then, earn additional commission from:

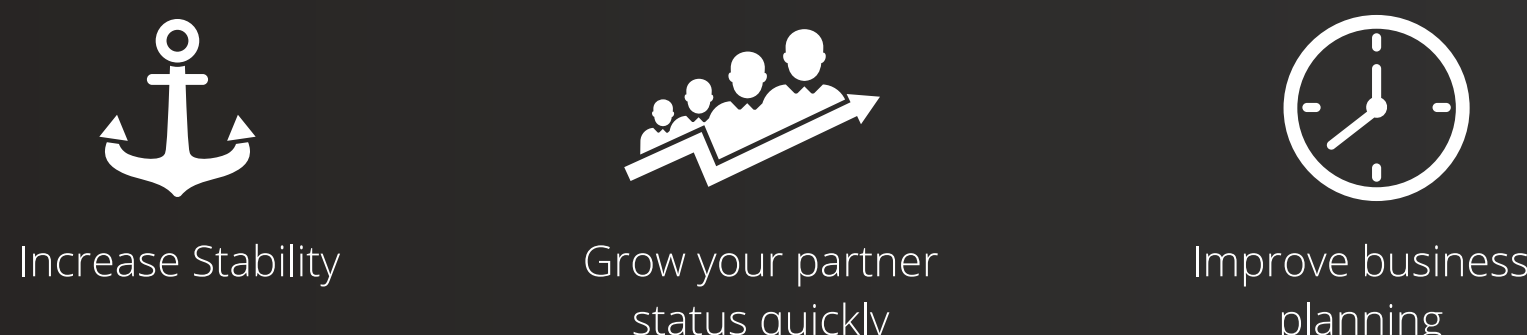


And access discounts for:



## 4 Choose Annual

Base your business plan on 3CX annual licenses and join the thousands of partners benefiting from double-digit growth year on year.



**Did you know?** Subscriptions can increase your valuation by up to eight times that of a comparable business with little recurring revenue.\*

\*Reference: John Warrilow, designer of the Value Builder System for businesses.

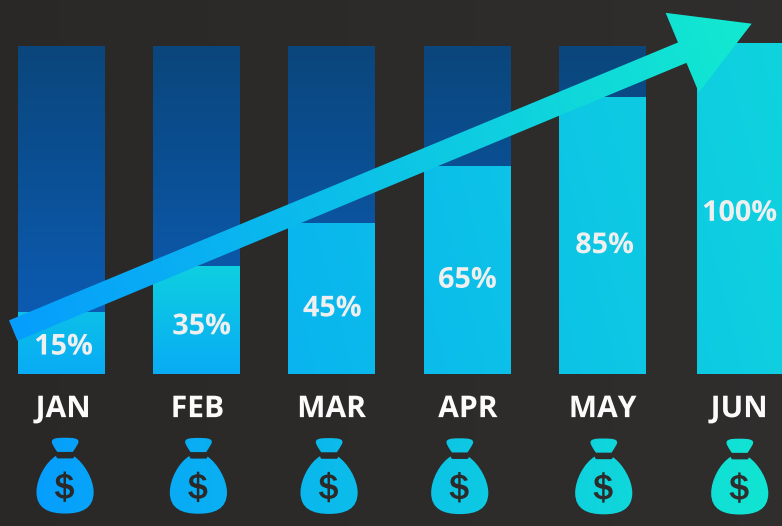
## 5 Offer Support Contracts

Aside from your 3CX license, offering support on 3CX systems will be your most profitable revenue stream. Consider:



## 6 Lease Hardware & licenses

Offer customers the option to lease devices, it preserves their credit line and you'll benefit from the recurring revenue each month.



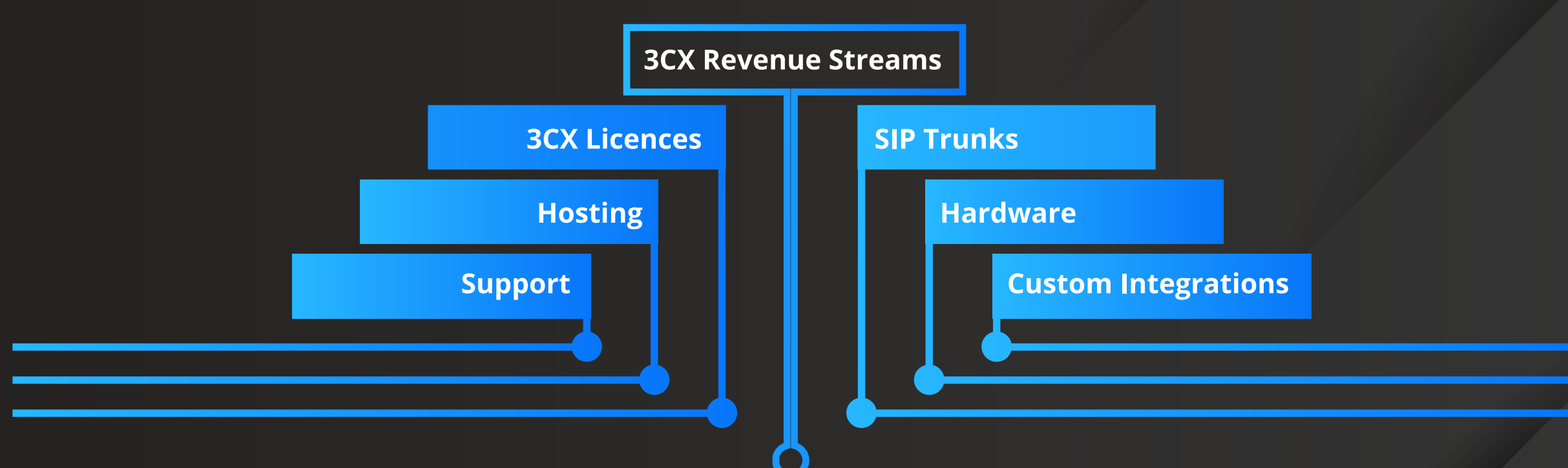
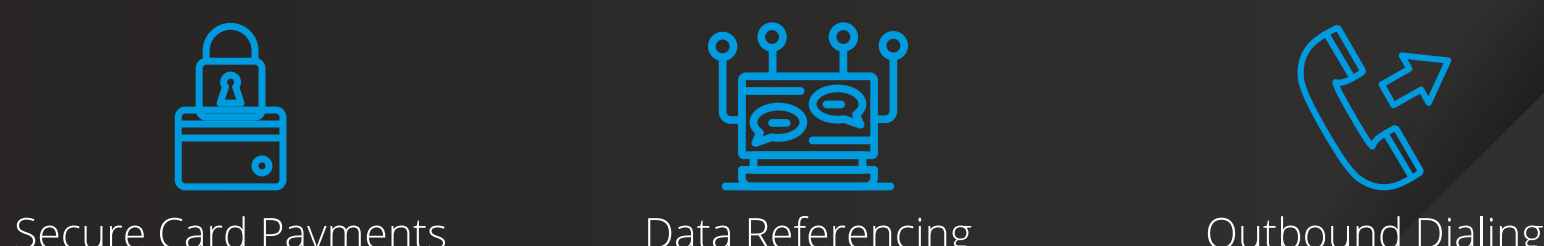
## 7 Create Bespoke Solutions

3CX is an open platform, so it's easy to integrate third-party applications. Generate additional revenue by offering bespoke CRM integrations using our CRM template generator- available to all 3CX Partners. Developer in house? You can also take advantage of our open APIs for complex integrations.



## 8 Design Call Flows

Get comfortable with our call flow designer tool and offer a personalised call flow design service for a day rate. Potential applications include:



**Want to learn more?** Discover our partner program at [www.3cx.com/partners/](http://www.3cx.com/partners/)