

**Add a world-leading Cloud  
Technology Services Mentor to  
your portfolio.**



# Why 186Kloud.



Founded by the pioneer of the Technology Services Distribution model in Europe, and with over 20 years experience in Telco and IT Communications, 186Kloud is the UK's leading vendor agnostic technology sales and marketing expert, working to engage partners and prospects with suitable best-in-class technology suppliers.

Our coaching, mentoring, business development and revenue-generating programme is the best of its kind in the industry. We help partners position themselves as trusted expert advisors to their customers in the cloud communications and Customer Experience (CX) technology space to build customer and brand loyalty in order to drive business growth.



# Maximum growth - minimum risk

186Kloud have been appointed Technology Services Distributor for 150 plus (and growing) leading UK, European and Global technology services providers. Working with 186Kloud means you can focus on new business opportunities, whilst 186Kloud does the heavy lifting.

Key benefits of the Technology Services Distributor model:

- Lower financial risk and fewer overheads
- Reduced need for in-depth technical or product knowledge
- Access to ultra-competitive pricing
- Industry leading support and knowledge
- Leverage 186Kloud marketing, sales and technical support to drive new business and sales
- Ability to sell multiple cross-vendor products and services
- No complex and time-consuming onboarding process with vendors
- Add new recurring revenue streams to your portfolio

**“From business planning and go to market execution, to opening up new vendor relationships and providing comprehensive education and mentoring, we enable partners to focus on building their business.**

**By working closely with a partner ecosystem, business incubator and advisory partner who is intent on helping them succeed, our partners become trusted advisors to their customers.”**

**Stephen Hackett, 186Kloud Founder and Director**

# The Vendor & Technology Eco system

## Unified Communications, Contact Centre & Collaboration

The age of the office-based telephone system is over.

Today, businesses need cloud-based technologies that enable people to work and collaborate from anywhere

Frictionless customer and employee experience enabled by world class communications and Contact Centre technologies.

See our [UCaaS](#) & [CCaaS](#) vendors

## Networks & Connectivity

Applications consumed via the cloud are only as good as the connectivity used to reach them.

Whatever the need:

Internet connectivity

Resilient fail proof access

SD-WAN complementing and replacing MPLS.

See our [Connectivity](#) vendors

## Security

We can help with

- Managed network monitoring
- End point security
- Email security
- Vulnerability threat management
- Manual and automated penetration testing
- Cyber Essentials accreditation
- Security awareness Training

See our [Security](#) vendors

## Cloud Compute/SaaS

Business complementing technology services like:

- IT services management
- Remote machine monitoring and management
- Support services ticketing

See our [Cloud Compute/SaaS](#) vendors

## CX/AI

Point technology services integrated via Large Language Model (LLM) driven Artificial Intelligence (AI) technologies for driving world class customer experience strategy

See our [CX/AI](#) vendors

# 186Kloud – coaching and supporting partners to success.

186Kloud support partners who are looking to build the Independent Technology Advisor (ITA) model into their customer proposition, and our coaching and mentoring helps partners drive success.

We offer a unique industry tiered sales coaching programme, directed towards helping our partners develop a successful vendor agonistic strategic business technology consulting organisation.

## **The Sales Mentored Partner (SMP)**

Entry to the programme will provide partners with everything needed to develop this new aspect of their business whether this will be the sole focus or a new service. The SMP element of the programme will support the drive towards building a healthy growing recurring revenue income stream and will feature active business coaching and mentoring, as well as the tools, support, planning and commitment needed to get you on the road to building a successful ITA strategic consulting business.

## **The Sales Supported Partner (SSP)**

The SSP Level will help elevate your ITA business towards focus on opportunity development. 186Kloud will be on hand to support you in opportunities where you are unfamiliar with the technologies or suppliers required and will provide you with regular access to training as well as activity reviews and feedback.

## **The Independent Partner (IMP)**

The IMP element will drive partners towards being industry leading strategic advisors with an enhanced focus on business growth.

186Kloud will support accelerated growth via our continually expanding ecosystem, comprising the most sought-after technologies and best-in-class vendors.

# 186Kloud – providing support and expertise where you need it.

Our goal is to provide the guidance, support and practical tools you need to elevate and support your technology services market presence.



## Coaching and Training

To help identify and capitalise on sales opportunities, we undertake significant training of the proposition to individual partners or your nominated team members. We help you identify the right contact at the prospect, understand their technology strategy and goals, uncover opportunities for multiple service assessment, and drive conversations in CX. Ultimately the goal is to become a trusted advisor and be able to up and cross sell during the customer life to develop further monthly recurring revenues.



## Proposition Development

To build your go-to-market proposition we can advise and help with the development of marketing material, website content, launch event production, management and delivery as well as social media development and management. We can help you get the right message, to the right prospects to maximise returns.



## Sales Development

Once you are ready to go-to-market we will provide an integrated support function by undertaking some of the heavy lifting. We can act as part of your customer opportunity development team and join customer discovery calls. We can also develop your social media and lead development nurture programme. Plus, as part of the continuous coaching element we will provide monthly activity and lead reporting as well as manage the opportunity vendor engagement process so you can focus on growing your business and drive sales pipeline.



# The 186Kloud Partner Mentor Support Programme Roadmap



## Accelerate to being the Independent Technology Advisor

- What is an Independent Technology Advisor
- Your £X million valuation
- Why the market can benefit from the ITA
- How to pitch and position



## Technology Services Education

### Background, History and market education for

- UCaaS & CCaaS
- Networks and Connectivity
- Cloud Compute/SaaS
- Security
- CX/AI



## Finding Opportunities

### Developing a plan around

- Engaging current customers
- New Business Funnel Development

### Marketing Tools and Processes

- Using cost effective tools to build your market, find and manage prospects



## Getting your message out...

### Running a Campaign

- Email
- Social Media
- Analysis and follow up
- Telephone prospecting

### Creating your own referral programme

- Building your own indirect channel to market
- What makes a good partner
- How to incentivise, manage and track

### Engaging opportunity

- Qualifying an opportunity
- Engaging in Customer discovery
- Deal registration, how, when and why
- 186Kloud Opportunity support
- Managing the opportunity and managing out competition
- Tracking the opportunity value

### Planning and Reporting

- Monthly Deep dive reviews
- Post Opportunity engagement debriefs and planning
- Activity Tracking

# 186Kloud your new **Team** member

## Together we can achieve more...

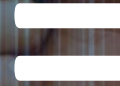
**Access to the world's most extensive leading technology vendor ecosystem**

- Global brands
- Market leading cloud and connectivity services
- Innovation driven vendor technology advice and education



**Streamlined sales process, skills, expertise, coaching and mentoring from 186Kloud**

- Access to the most up to date market leading strategic technology advice
- Experts in vendor solutions, systems and processes
- Dedicated training, marketing and back-office support



**Significant opportunity for business growth without the dependence on internal resources to implement and support at scale.**

- Become a strategic trusted advisor to your customers and drive sales pipeline and accelerating monthly recurring revenue.

# Let's start a conversation today.



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