



Media release  
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## **Small Business to benefit from new Vodafone initiative**

### **Partnership with Digital Mobile will target small and medium businesses**

Businesses with fewer than 250 staff are going to hear a lot more from Vodafone and Digital Mobile in the months ahead following the launch of a new sales force that will go out directly to business owners.

Hot on the heels of the roll-out of Vodafone's new extended 3G network around the country, Vodafone and sales partner Digital Mobile will increase channel support across regional New Zealand.

"Digital Mobile Direct" will focus on providing total telecommunications to businesses with fewer than 250 employees. Digital Mobile Direct Business Managers will drive out to business owners, whether they're on the farm or in the smaller towns and cities around the country, bringing the country's best telecommunication solutions via the 3G network to business users.

Ajay Sharma, Executive Director of Digital Mobile says that "By being mobile, we can visit businesses at a time and place that suits them – whether it's out on the farm or in a smaller town where there isn't a store."

"This opportunity will enable the Digital Mobile team to help business customers make the most of now. We understand that when you are running your own business every second counts, that's one of the reasons why we are so excited about this new partnership. It will enable us to demonstrate telecommunications solutions that can really add value to their business in the most time-efficient way - at their place."

Vodafone customer, Elanor MacDonald, Managing Director of RE/MAX Bay Cities in Hawkes Bay also understands the benefit of such a service.

"We are looking forward to this new mobile service being offered by Digital Mobile and Vodafone. Now the agents in our rural office will be able to check out all the latest technology and upgrade their phones without having to take time out and drive into the city" Elanor says.

Currently recruiting, Vodafone and Digital Mobile are looking to partner with proven sales performers nationwide who have an interest in IT and telecommunications, the ability to provide a level of trusted consultancy and are capable of owning and operating their own business.

"We're encouraging locals to take up the opportunity with the idea that they will support other local businesses within their community" says Sharma.

Successful applicants will have access to both a comprehensive sales support system and the experience of two leading players in the New Zealand telecommunications industry.

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