

DISTRIBUTOR FOCUS



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Bluetooth: top ten headsets

Each month, *Mobile* publishes a list of the ten best performing Bluetooth headsets, as judged by testers at TMTI.

Each product is marked out of five in ten categories: construction, ease of use, user guide, sound quality, background and wind noise reduction, volume, price, compatibility and a comparison with similar products. The total score out of 50 represents the product's performance overall. In other words, will the customer be happy or will they come back for a refund?

Data from:



Product **Score**

SouthWing SH305 (below)46



Movon MF 120	46
Jabra BT500	45
Sony Ericsson HBH-608	44
Sony Ericsson HBH-610	43
Samsung WEP150	43
O2blue	43
Jabra BT250	43
Nokia HS-36W	42
Motorola HS810	42

WHY SHOULD DEALERS USE YOU?

We aim to create an environment in which dealers can maximise potential, both commercially and in the delivery of the necessary support mechanisms. We are the market leaders in terms of business achieved for both Orange and 3. Our strong market position will be reflected by the opportunities we offer into the channel.

WHAT CAN YOU OFFER THAT NO-ONE ELSE CAN?

We provide flexibility and hands-on account management. We strive to remain aggressive and competitive, helping our customers stay ahead of the competition.

WHAT'S YOUR BIGGEST SELLER AND WHY?

We are shifting significant volumes of both the Nokia 6230i on Orange and the K608i on 3, due to the attractive margin levels.

WHAT INCENTIVES ARE YOU RUNNING?

In conjunction with Orange and Nokia is 'Take a walk on the wild side', running until March, which is both connection and handset driven.

DISTRIBUTOR FOR

OPERATORS

National distributor for 3 and Orange

HANDSETS

LG • Motorola • Nokia • Panasonic • Sagem • Samsung • Siemens • Sony Ericsson • Alcatel • NEC

ACCESSORIES

Fulfillment only

VALUE-ADDED SERVICES

Bespoke fulfilment
• Fonesure phone insurance • marketing support • logistics • project management • Sellfone • warehousing • LCR

Yvonne Blunt
Senior business manager

Darren Hargreaves
National account manager



MEET THE TEAM

Clive Holden

Nell Crisp

Simon Johnson

Guy Kingston

Jackie Gardner

Mark Rirkett

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experts in business to business communication



Nokia 6310i
Refurbished complete

£99



Nokia 3510i
Refurbished complete

£39