



ABOUT EDGAR

TERRITORY ACCOUNT EXECUTIVE

Territory: West (California)

At Frontier Since: July 2018

RESULTS:

- #1 TAE in the West (CA) 2018
- #3 TAE in the Company 2018
- In 6 months he managed to go from 0 to \$50-\$70k in CPE sales

"Selling AnyWare is super easy. The challenge can be in the post sale, so make sur, so make sure to stay involved throughout the implementation process to make it as seamless as possible."

SELL SHEET

Selling Frontier Anyware



Frontier AnyWare is our reliable, affordable VoIP communications solution, hosted in the cloud. It delivers enterprise-caliber collaboration features, with the flexibility to fit any business, is easy to install, and comes with very competitive pricing. However, some people are having trouble starting the conversation and positioning the product. We can help! Today, we will share the experience and recommendations of someone who's shown us that selling Frontier AnyWare is not only possible, but easy - and rewarding - in the hopes that this facilitates your next Frontier AnyWare deal.

Here is the story of Edgar Gomez, one of the leading Sales advocates for Frontier AnyWare.



TARGET "QUALIFIED" CLIENTS

1

He's been most successful when selling to clients with 10 to 25 seats...

[Read more](#)



ASK THE RIGHT QUESTIONS

2

AnyWare comes with more features, for less than half the price of a business phone line...

[Read more](#)



LEAD WITH OUR DIFFERENTIATORS

3

He kickstarts every sales conversation by asking 3 important questions...

[Read more](#)



LEVERAGE OUR VALUE OFFER

4

The post-sale process is where you can really shine. He stays involved throughout it...

[Read more](#)



GO FULL CYCLE

5

He uses our competitive position as a reliable, affordable connectivity solutions provider...

[Read more](#)



GO BEYOND THE SALE AND BUILD A RELATIONSHIP

6

He reaches out to his installed base every couple months, to check in...

[Read more](#)

SELL SHEET

Selling Frontier Anyware



EDGAR'S RECOMMENDATIONS

1. Target "qualified" clients

2. Ask the right questions

3. Lead with our differentiators

4. Leverage our value offer

5. Go full cycle

6. Go beyond the sale and build a relationship



TARGET "QUALIFIED" CLIENTS

1

Edgar has been most successful when selling to clients with 10 to 25 seats and has focused on his prospecting process.

He looks for opportunity qualifiers to vet prospects and/or existing clients who may be experiencing:

- Challenges with their current technology vendors
- Challenges with features or functionality
- Integration and growth opportunities:
- Specifically, companies wanting to connect and integrate their phone systems across multiple sites
- Issues from aging telecommunications equipment.



ASK THE RIGHT QUESTIONS

2

Edgar kickstarts conversations with 3 areas of questions:

1. How does your current system work with respect to Hunt Groups, Sequential Rings, Extension dialing, Toll Free, etc.? Are there any challenges with your current system?
2. How does your team collaborate? Do your employees work between multiple locations? Do you have a mobile workforce?
3. How is your current IT environment? Talk about their internet access, WAN connectivity, collaboration and productivity tools, PBX, IT Team (size and scope)

These are the kinds of questions Edgar knows will give him the responses he needs to help him highlight Frontier AnyWare's benefits. As businesses answer these questions, he looks for insights...

About their business model:

Does the business demand real-time collaboration and constant interaction with distributed teams?

About their IT:

- Are they pro-cloud or old-school server huggers?
- Do they have saturated circuits that make IP comms tough?
- Do they have an old PBX/PRI on site? Is it filled to capacity?
- Are they using several, disparate collaboration tools for chat, video or phone calling?



LEAD WITH OUR DIFFERENTIATORS

3

Trust the brand. The fact is, there are only a handful of LECs (Local Exchange Carriers) in America, and we are one of them. This makes us great local partners, with a long history in the technology space with the experience and knowledge to deliver reliable solutions to our customers. People recognize our brand and we have a lot of happy business customers today.

Edgar uses our competitive position as a reliable, affordable connectivity and communications solutions provider, in every pitch. Remember, we already successfully meet our clients' data and communications needs, so use that to build relationships further.

He also advocates keeping things simple. "It's not an on prem phone system sale, it's hosted voice with multiple benefits." The simpler the pitch, the higher the chances of success.



EDGAR'S RECOMMENDATIONS

1. Target "qualified" clients
2. Ask the right questions
3. Lead with our differentiators
- 4. Leverage our value offer**
- 5. Go full cycle**
- 6. Go beyond the sale and build a relationship**

SELL SHEET

Selling Frontier Anyware



LEVERAGE OUR VALUE OFFER

4

The math speaks for itself:

An unlimited business phone line goes for about \$81/month, while the most common Frontier AnyWare lease is \$35/seat. This monthly fee includes a host of items including a Mitel 6900 series phone, unlimited calls, full set of features, audio conferencing, and the MiCollab integration tool, just to name a few.

That's more features, for less than half the price. It's a no brainer.



GO FULL CYCLE

5

The post-sale process is where you can really shine. While we have process changes under consideration that will streamline things, today, Edgar stays very involved. To ensure a successful installation, Edgar ensures that he is involved with:

- Coordinating the internet access install
- Running the design call with the PM
- Making sure number portability is available
- Making sure the product is ordered
- Participating in the internal Hot Cut team call
- Following up, following up, and following up again

Edgar's Tip: Stay organized when submitting your order through SFDC and make sure that all forms are submitted to avoid delays.



GO BEYOND THE SALE AND BUILD A RELATIONSHIP

6

Following a structured process, Edgar ensures he reaches out to his installed base every couple months, to check in.

He keeps precise notes on his customer's issues and challenges and makes certain to position himself and the brand as a valued resource partner.

Edgar's Tip: Take advantage of the resources available to you, like setting up reminders within SFDC, and make sure you never miss a beat!

His book of business is now comprised of a whopping 30% of customer referrals.