Frontier™ BUSINESS

ELEARNING COURSE

Successfully Selling
CONNECTIVITY

WELCOME

Frontier's Connectivity Solutions

- Standard offerings

- Essential part of every business' day to day operations

- A great conversation starter with all prospective clients

Frontier BUSINESS

AGENDA

This **Successful Selling** course on **Connectivity** is split in **two modules** and **10 chapters**

MODULE 1

What to Sell

1. Networking overview
2. Market drivers
3. Frontier's Connectivity portfolio

MODULE 2

How To Sell Connectivity

4. Who to target
5. Identifying opportunities
6. Pitching to customers
7. Asking questions
8. Tailoring your pitch
9. Building a strategy
10. Final thoughts

MODULE 1

What to sell?

By the end of this module, you will

- Learn networking basics and WAN use cases
- Understand the market trends driving growth and adoption
- Differentiate between Frontier's offerings
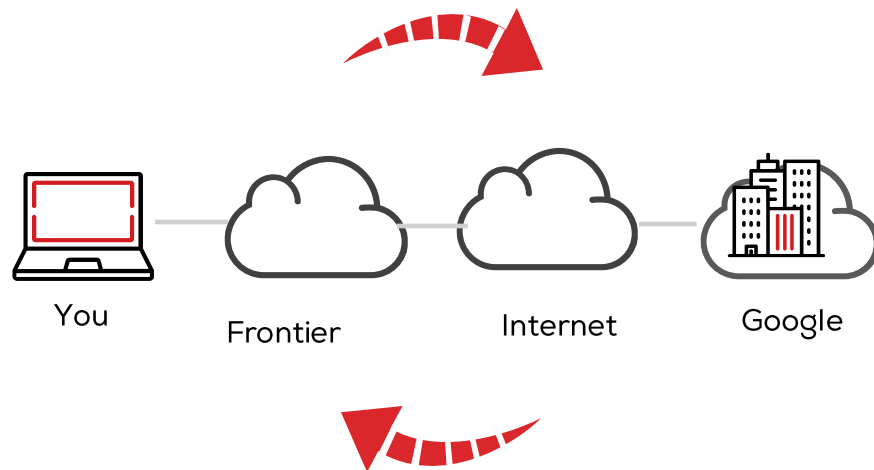
MODULE 1 || CHAPTER 1

Networking Overview

What is a network?

a series of interconnected devices for the purposes of sharing and transmitting information between all participating parties
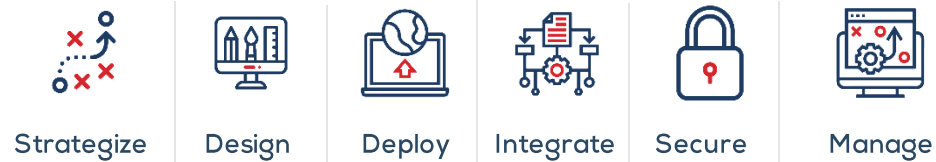
Now, What is Wide Area Network?

You
Frontier
Internet
Google

A **wide area network (WAN)** is a telecommunications network that extends over a large geographic area for the primary purpose of interconnecting computers.

Businesses, as well as schools and government entities, use wide area networks to relay data to staff, students, clients, buyers and suppliers from various locations across the world. In essence, this mode of telecommunication allows a business to effectively carry out its daily function regardless of location.

The **public internet** is an example of a wide area network

WAN connectivity is at the core of our business

We help companies:

Strategize	Design	Deploy	Integrate	Secure	Manage

Their WAN

Unified Communications

SIP Trunking

Contact Center

Dedicated Internet Access

Multisite with SD-WAN and Ethernet

Managed Firewall

Managed WLAN

Managed Router

There are **3 main use cases** for Enterprise WAN connectivity

1
Connecting people to the internet

2
Connecting buildings, sites or datacenters

BUILDING A   BUILDING B

3
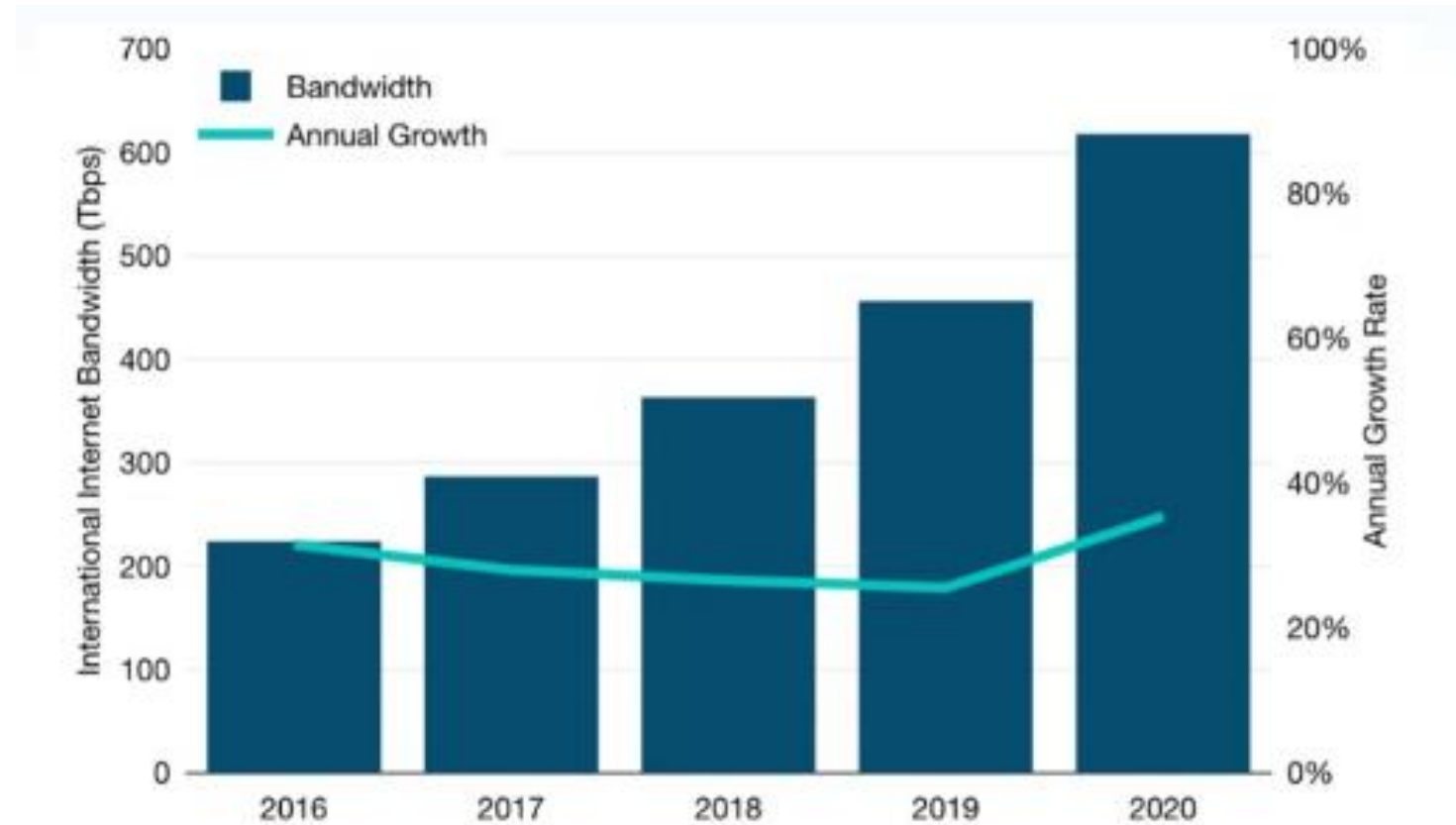Connecting to a cloud service provider
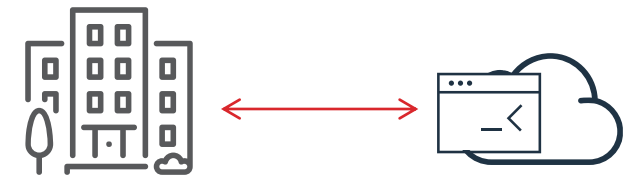
We've built our connectivity offer around these

MODULE 1 || CHAPTER 2

Market Drivers

Bandwidth consumption is on the rise

COVID-19 Only
accelerated that trend
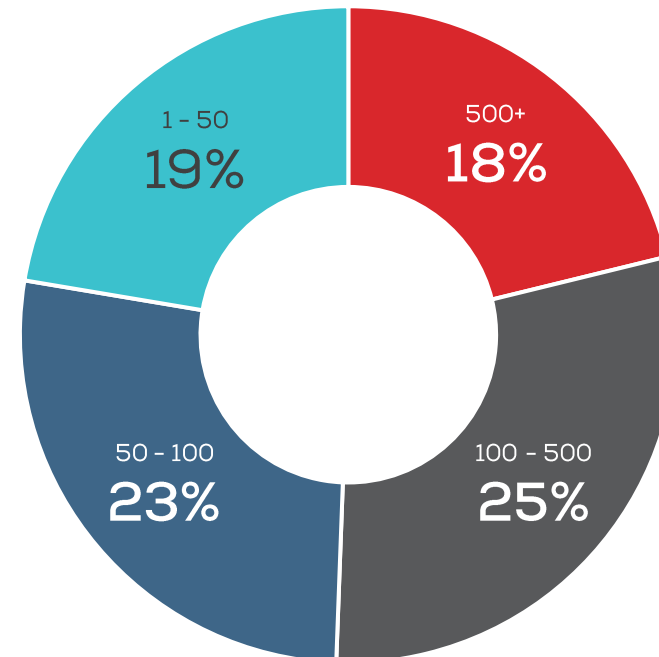

Telegeography – April 2021

Enterprises increasingly dependent on technology

Continued Application Growth

How many corporate IT applications are deployed across your organization today?

- 1 - 50: 19%
- 500+: 18%
- 100 - 500: 25%
- 50 - 100: 23%

Those reporting 500+ Applications grew their App count **50% YoY**

Continued SaaS Growth

How many SaaS applications do you connect to?

- 50+: 8%
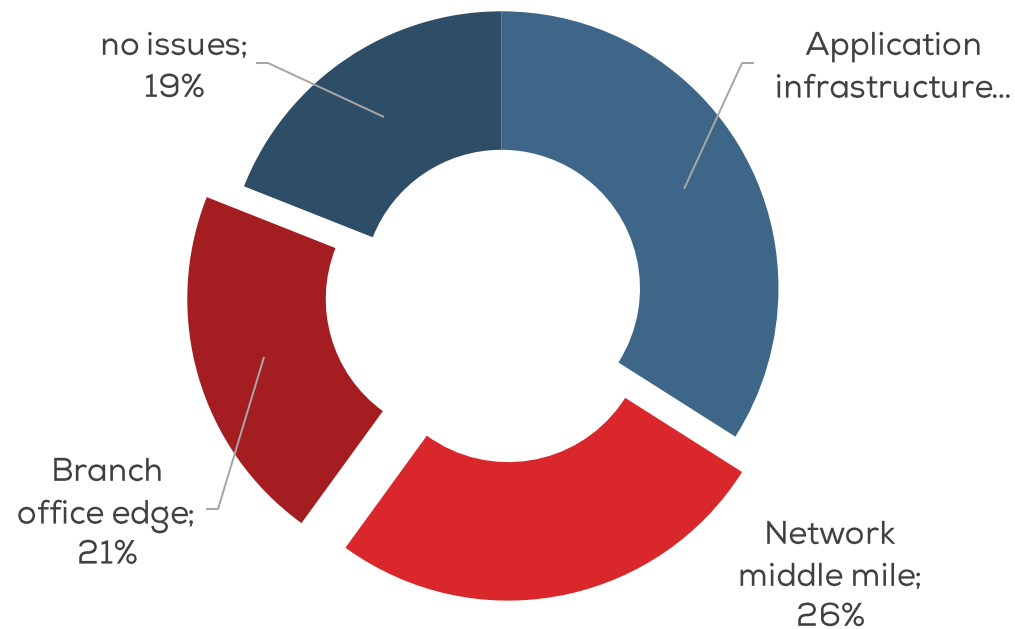- 20 - 50: 14%
- 1 - 5: 27%
- 10 - 20: 24%
- 5 - 10: 27%
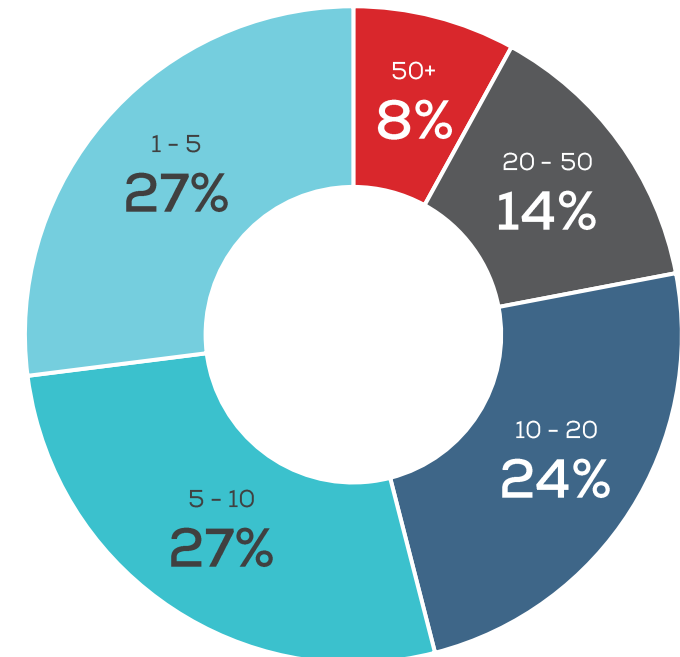
Those reporting 20+ SaaS applications grew their SaaS App count by **37% YoY**

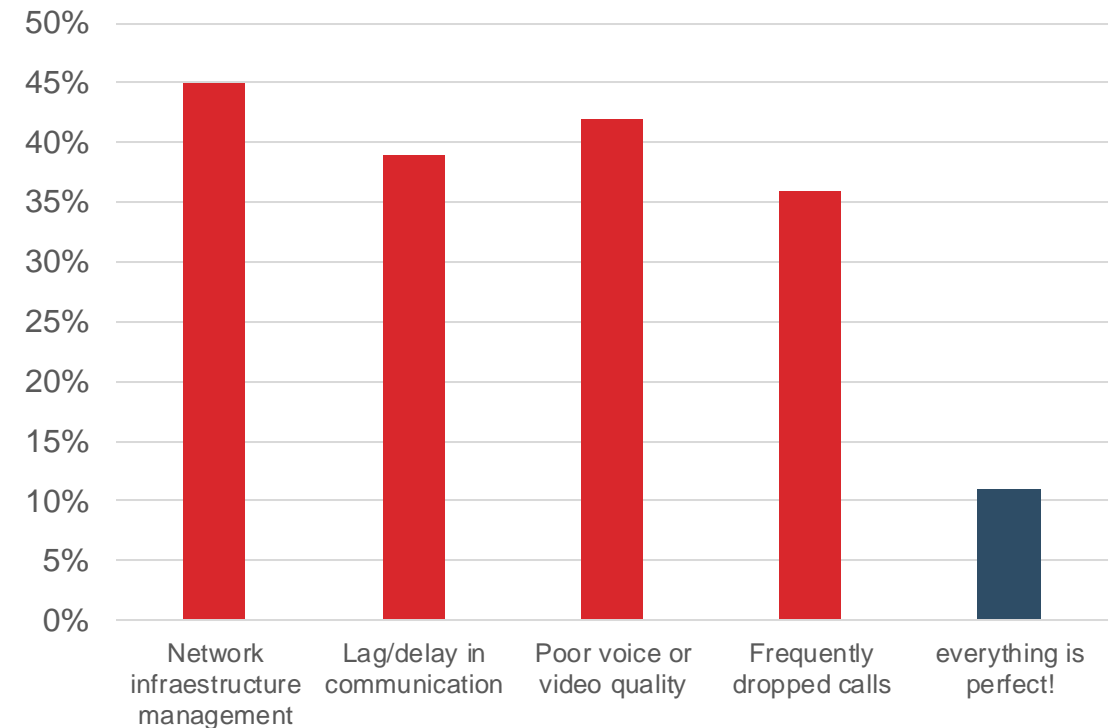The State of the WAN report – 2021 - Aryaka

But overall half of all users (51,29%) are still not happy with the performance of the software they use

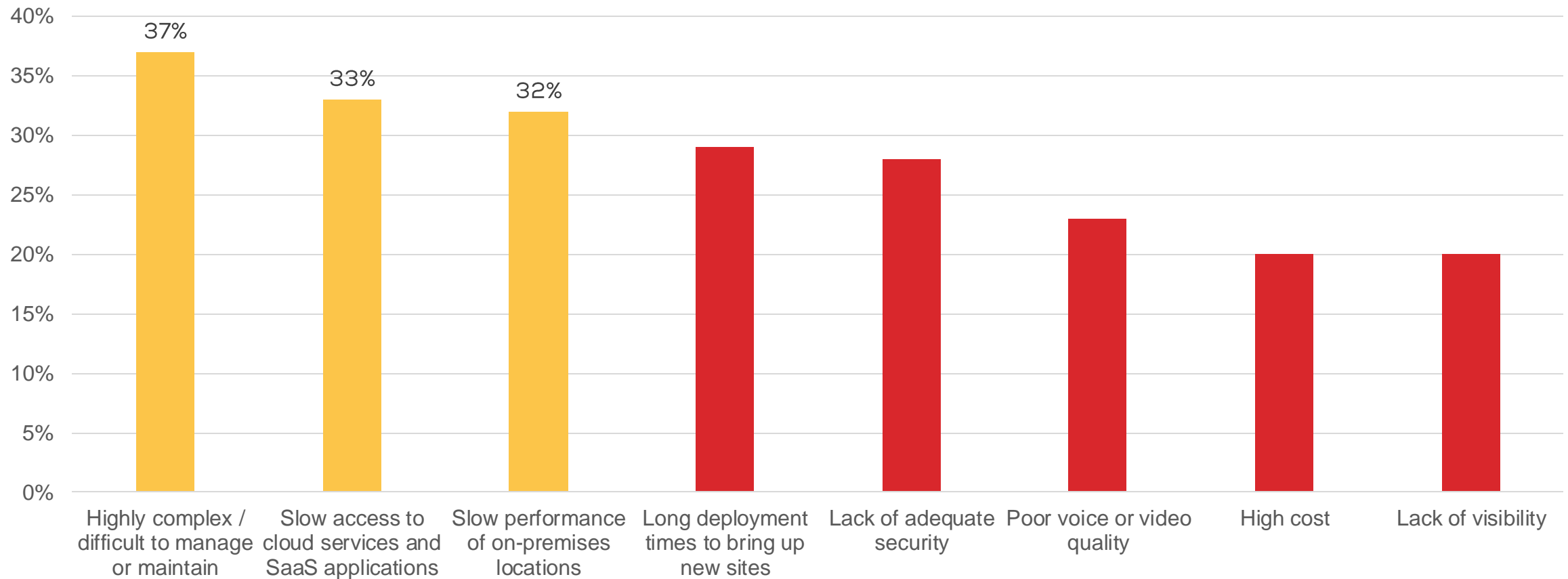## Sources of application performance issues

- no issues; 19%
- Application infrastructure…
- Branch office edge; 21%
- Network middle mile; 26%

Collaboration adoption challenges

Category	Value
Network infrastructure management	45%
Lag/delay in communication	39%
Poor voice or video quality	42%
Frequently dropped calls	36%
everything is perfect!	11%

Software Happiness Report 2019 – g2 | The State of the WAN report – 2021 - Aryaka

WAN Challenges

Complexity and performance are at the top of the list

Bar chart:
- Highly complex / difficult to manage or maintain: 37%
- Slow access to cloud services and SaaS applications: 33%
- Slow performance of on-premises locations: 32%
- Long deployment times to bring up new sites: 29%
- Lack of adequate security: 28%
- Poor voice or video quality: 23%
- High cost: 20%
- Lack of visibility: 20%

The State of the WAN report – 2021 - Aryaka
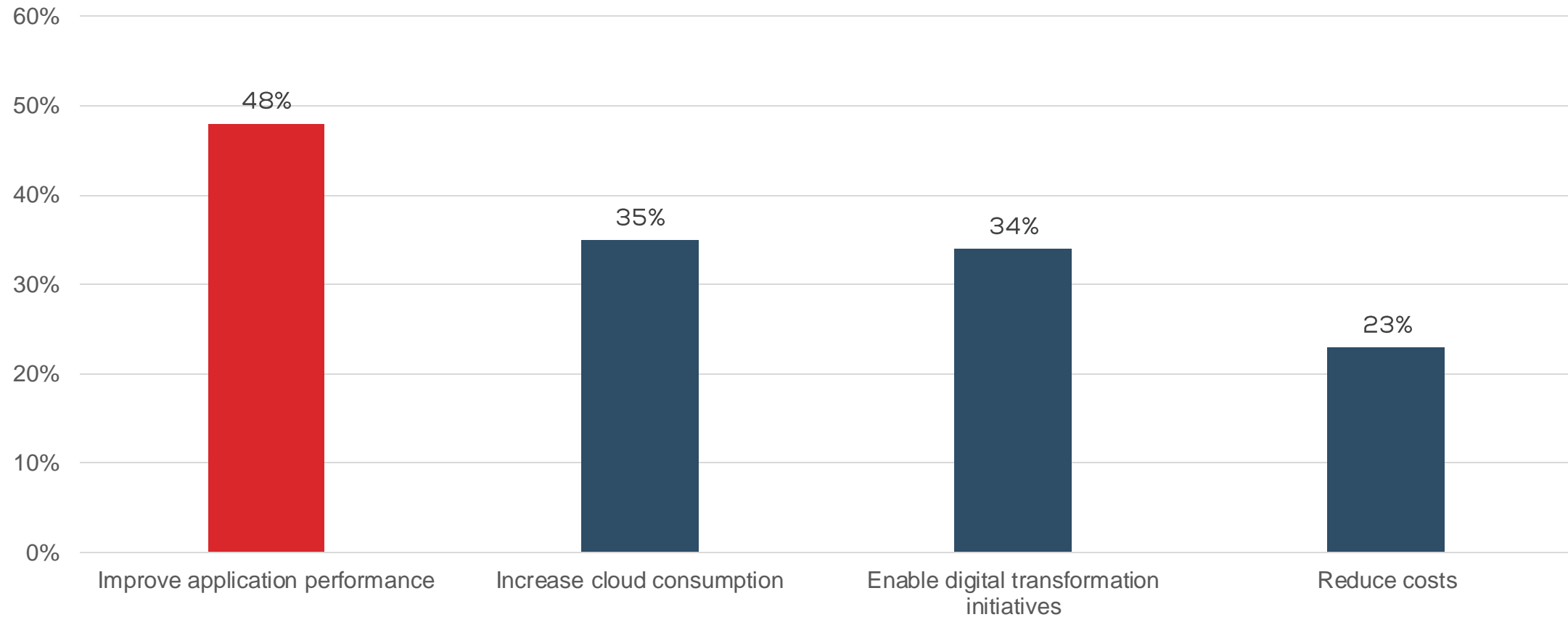
IT Time sinks

IT still spends too much time on issue resolution
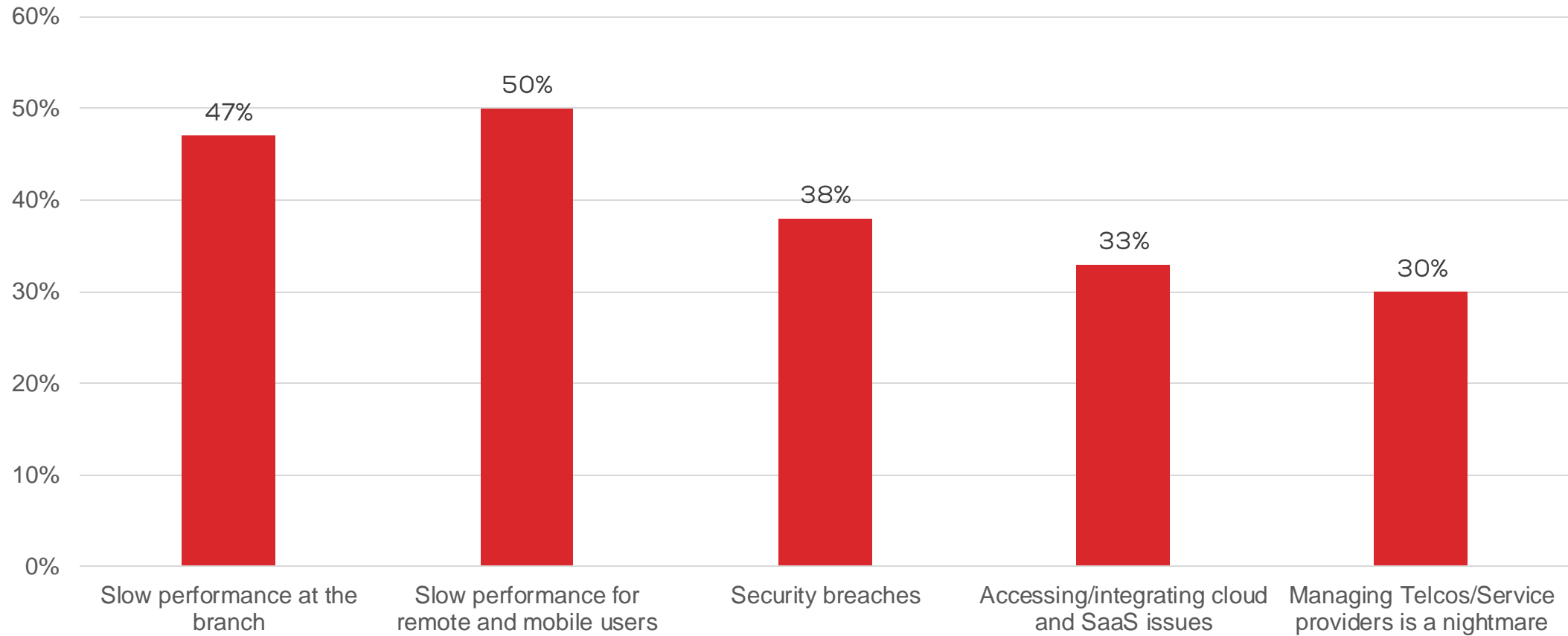
The State of the WAN report – 2021 - Aryaka
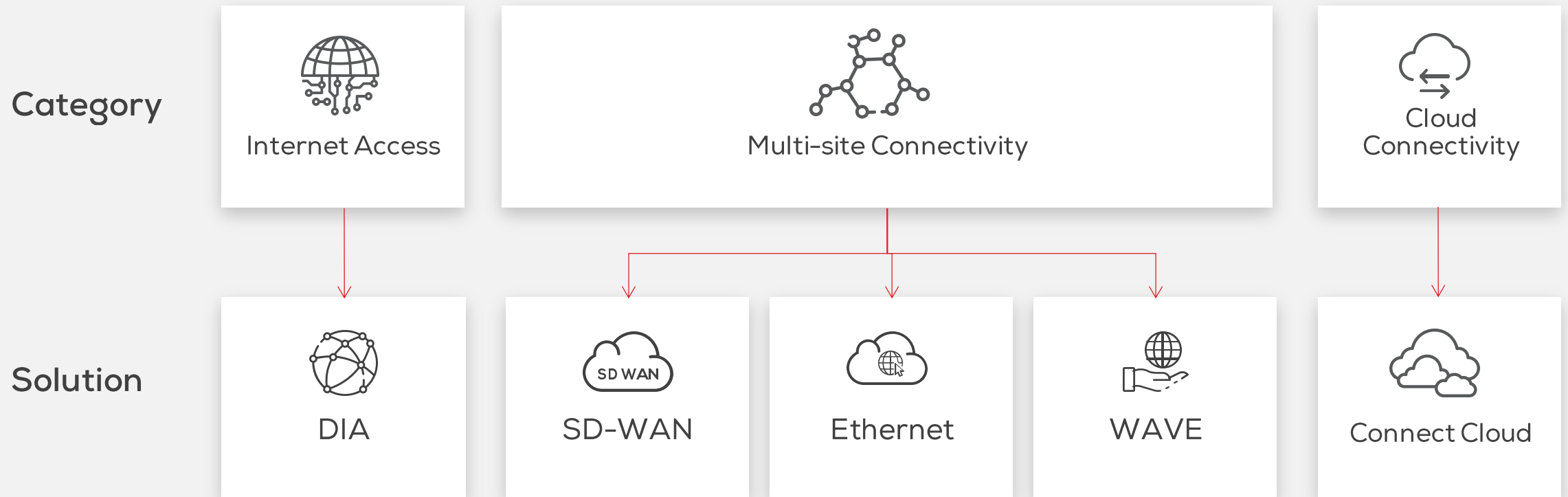
Drivers for Transformation

The State of the WAN report – 2021 - Aryaka

MODULE 1 ‖ CHAPTER 3

Frontier's Connectivity Solutions Portfolio

Our Connectivity Solutions Portfolio

Category

Internet Access

Multi-site Connectivity

Cloud Connectivity

Solution

DIA

SD-WAN

Ethernet

WAVE

Connect Cloud

Internet access

Frontier BUSINESS

Solutions

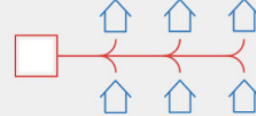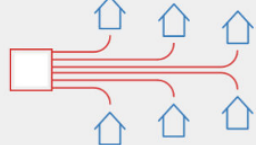|	
Elevator Pitch	Business-class internet w/ SLA performance
Ideal for...	Customers that need fast, reliable access to the internet
How Businesses Use It	• World Wide Web access • Internet-based hosted phone systems • Real-time collaboration tools – UCF, MS Teams, Slack • Cloud-based applications - Salesforce, ERP systems
BW	Up to 10 Gb on Fiber; 50MB Copper

DIA

Fiber Optic

DSL

Barlow, Daniel May 13, 2021

We have an internet service (DIA), a FIOS (which can be internet, voice and video) and DSL. I think what we need to talk about here are differences in delivery (such as fiber vs copper) and the limitations/advantages of each

David Billings May 17, 2021

we have a comparsioon chart we use to show the difference

Side by Side Comparison

	DSL	Fiber Optics	Dedicated Internet Access
How it works			
Price	$	$$	$$$
Speeds	5 – 50 Mbps	5 – 500 Mbps	10 Mbps – 100 Gbps
Trasport	Copper	Fiber	Fiber
Symmetric?	Asymmetric	Asymmetric	Symmetric
Shared?	Shared	Shared	Dedicated
Public or Private?	Public	Public	Public
Reliability	"Best Effort". We'll do our best to keep you online but there are no guarantees	"Best Effort". We'll do our best to keep you online but there are no guarantees	99.99% uptime SLA
Service & Support			24/7/365 support & 4-hour mean time to repair
Use case	Small businesses with no access to fiber lines	Small businesses and internet backup connections	Medium to enterprise businesses that are heavily dependent on internet connectivity.

3 sample Use Cases for DIA

Videoconferencing

Reliable upload and download speeds are key to a good videoconferencing experience

Large file transfers

- In Healthcare, the avg. Cat Scan is 10 Gb. Transferring that type of data across the network could saturate circuits
- In Media and Entertainment, the Avg. Video project file is 20 Gb

Cloud Application usage

Fast, reliable internet is key for companies with cloud applications, whose productivity and employee experience are tied to application performance

Multi-site connectivity

Frontier BUSINESS

Solutions

Elevator Pitch	Private, reliable multi-site connectivity
Ideal for...	Seamless resource sharing/access to applications across footprint (centralized and decentralized)
How Businesses Use It	• Large file/data transfer between sites • Private access to internal applications • Seamless voice communication between sites • Centralized security
BW	Up to 100 Gb

Ethernet

WAVE

Managed SD-WAN

Multi-site connectivity

Solutions

Elevator Pitch	Private, re
Ideal for...	Seamless footprint (
How Businesses Use It	• Large fil • Private • Seamless voice communication between sites • Centralized security
BW	Up to 100 Gb

Ethernet

WAVE

Managed SD-WAN

Barlow, Daniel May 13, 2021

BD List out bandwidth ranges for both copper and fiber

David Billings May 17, 2021

DB we need to state DIA is good for multi-site internet deals. We should add the use of PL networks

Multi-site connectivity | Ethernet + WAVE

Name / Topology	ETHERNET				WAVE
	ELINE		**ELAN**		
	Ethernet Private Line (EPL)	**Ethernet Virtual Private Line (EVPL)**	**Ethernet Private LAN (EP-LAN)**	**Ethernet Virtual Private LAN (EVP-LAN)**	**Frontier Optical Transport Service**
# of sites	2+ sites	3+ sites	3+ sites	3+ sites	2+ sites
Speeds	Up to 100 Gbps	Up to 100 Gbps	Up to 100 Gbps	Up to 100 Gbps	Up to 400 Gbps
Availability	99.99%	99.99%	99.99%	99.99%	99.99% up to 99.999%
MTTR	4 hours	4 hours	4 hours	4 hours	4 hours
Network structure	Point-to-point	Hub-and-spoke	Any-to-any	Any-to-any; any-to-some	Hub-and-spoke
Public or Private?	Private	Private	Private	Private	Private
eReach compatible?	Yes	Yes	Yes	Yes	No

Multi-site connectivity | Ethernet + WAVE

	ETHERNET				WAVE

Name / Topology	Ethernet Private Line (EPL)			Ethernet Virtual Private LAN (EVP-LAN)	Frontier Optical Transport Service
# of sites	2+ sites			3+ sites	2+ sites
Speeds	Up to 100 Gbps			Up to 100 Gbps	Up to 400 Gbps
Availability	99.99%			99.99%	99.99% up to 99.999%
MTTR	4 hours			4 hours	4 hours
Network structure	Point-to-point			any-to-any; any-to-some	Hub-and-spoke
Public or Private?	Private	Private	Private	Private	Private
eReach compatible?	Yes	Yes	Yes	Yes	No

PRICING AND DEAL DURATION

Barlow, Daniel   May 13, 2021

BD   Where is this data coming from?

Reply...

Barlow, Daniel   May 13, 2021

BD   per location, UNI. EVC, or total solution pricing

Reply...

Use Cases for Ethernet
Information sharing across sites

A new customer order is received

1 HQ validates the order, adds the new revenue and accrues taxes.

2 Local store prepares the order for the customer.

3 The warehouse manager replenishes inventory at local stores and orders more.

1

Headquarters

2

Tracking orders

Local stores

3
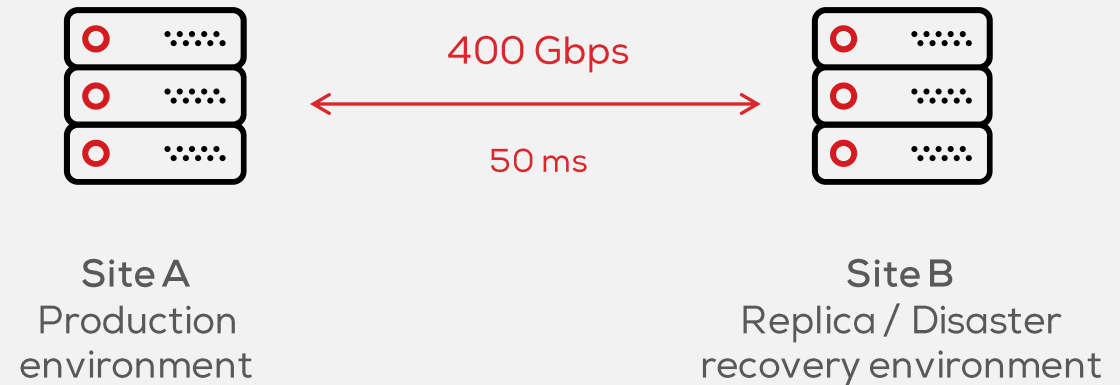
Sharing inventory levels

Warehouse
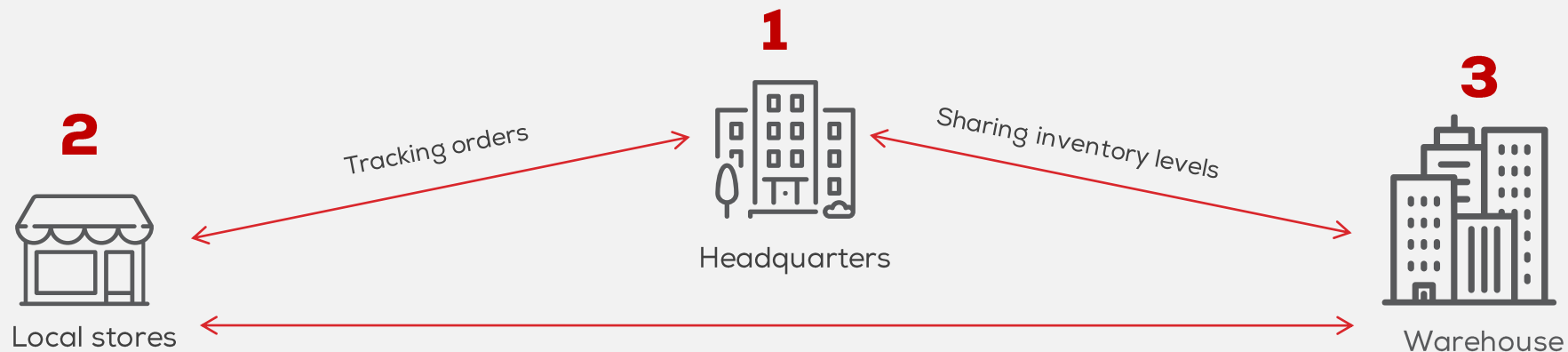
Use Cases for WAVE
Seamless data replication

A customer needs an ultra low latency, reliable, secure connectivity between its main datacenter and a replication site

400 Gbps

50 ms

Site A
Production environment

Site B
Replica / Disaster recovery environment

Multi-site connectivity | SD-WAN

An excellent value-add offering for DIA or Ethernet.

DIA w/SD-WAN	Ethernet w/SD-WAN
• **For Improved navigation experiences:** Allows use of two separate internet circuits simultaneously, and enables organizations to prioritize traffic by application	• **For Better application performance:** Enables organizations to prioritize traffic and get the most out of their circuits • **For Improved availability:** Enables new redundant topologies that help build network resiliency and minimize downtime • **For Cost Savings:** by combining the two, you get a great alternative to expensive MPLS circuits

There will be another elearning course exclusively for Managed SD-WAN.
You can also check the Playbook for mor information

Multi-site connectivity | SD-WAN

An excellent value-add offering for DIA or Ethernet.

DIA w/SD-WAN	Ethernet w/SD-WAN
• **For Improved navigation exp**... of two separate internet circu... and enables organizations to ... application	...**lication performance**: Enables ...to prioritize traffic and get the most ...cuits **For Improved availability:** Enables new redundant topologies that help build network resiliency and minimize downtime • **For Cost Savings:** by combining the two, you get a great alternative to expensive MPLS circuits

Barlow, Daniel May 17, 2021

BD This table should have the same lines as the other products.

Reply...

There will be another elearning course exclusively for Managed SD-WAN.
You can also check the Playbook for mor information

Barlow, Daniel   May 17, 2021

BD Need to distinguish between Managed SD-WAN (the overlay, compatible with public or private transport) and SD-WAN Private Network (a transport similar to ELINE/ELAN, but optimized for use with our SD-WAN overlay). Probably means splitting this into two slides.

Cloud connectivity

Frontier BUSINESS

Elevator Pitch	Private, secure and reliable connectivity to industry-leading cloud service providers
Ideal for…	Companies with critical workloads in the Cloud. Wanting, low latency, reliable, private connection to Cloud Service Providers
How Businesses Use It	• Private connectivity to a cloud service provider (CSP) • Consistent file transfer to/from a CSP • Guaranteed performance, uptime, and repair with SLA
BW	**Up to 1 Gb**

By connecting our customers to a regional cloud interconnection center, we can help them reach their public cloud provider of choice with minimal latency

Connect Cloud

Service Characteristics

Availability	99.99%
MTTR	4 Hours
eReach Compatible	Yes

Cloud connectivity

Solutions

Elevator Pitch	Private, secure and reliable connectivity to industry-leading cloud service providers
Ideal for...	Companies with critical workloads in the Cloud. Wanting, low la... Cloud Service P...
How Businesses Use It	• Private conne... (CSP) • Consistent file transfer to/from a CSP • Guaranteed performance, uptime, and repair with SLA
BW	**Up to 1 Gb**

Troyer, Andrew May 11, 2021

TA Performance metrics missing

Reply...

Connect Cloud

Service Characteristics

Availability	99.99%
MTTR	4 Hours
eReach Compatible	Yes

By connecting our customers to a regional cloud interconnection center, we can help them reach their public cloud provider of choice with minimal latency

Barlow, Daniel May 17, 2021

BD Need a slide in this section on what eReach is, how it enables multi-location sales (the more sites a customer has, the greater the odds at least some of them will be out of footprint), and guidelines on when to use it.
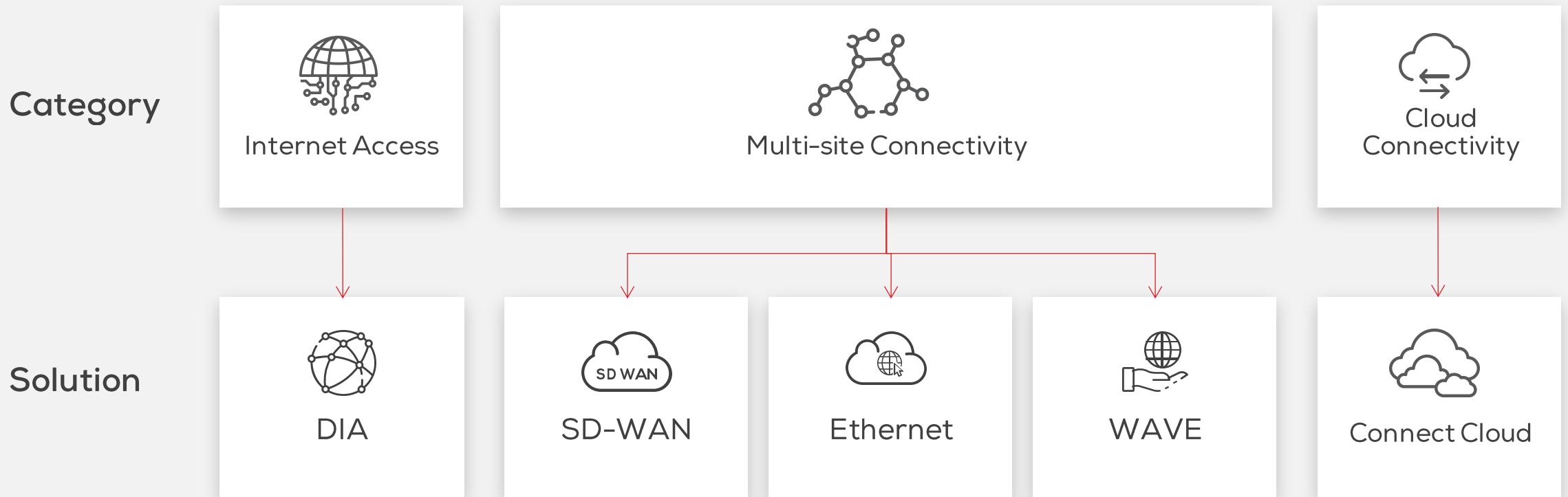
MODULE 2

How to sell Connectivity

By the end of this module, you will

- Identify prime targets for our connectivity solutions
- Discover the best ways to position our offerings
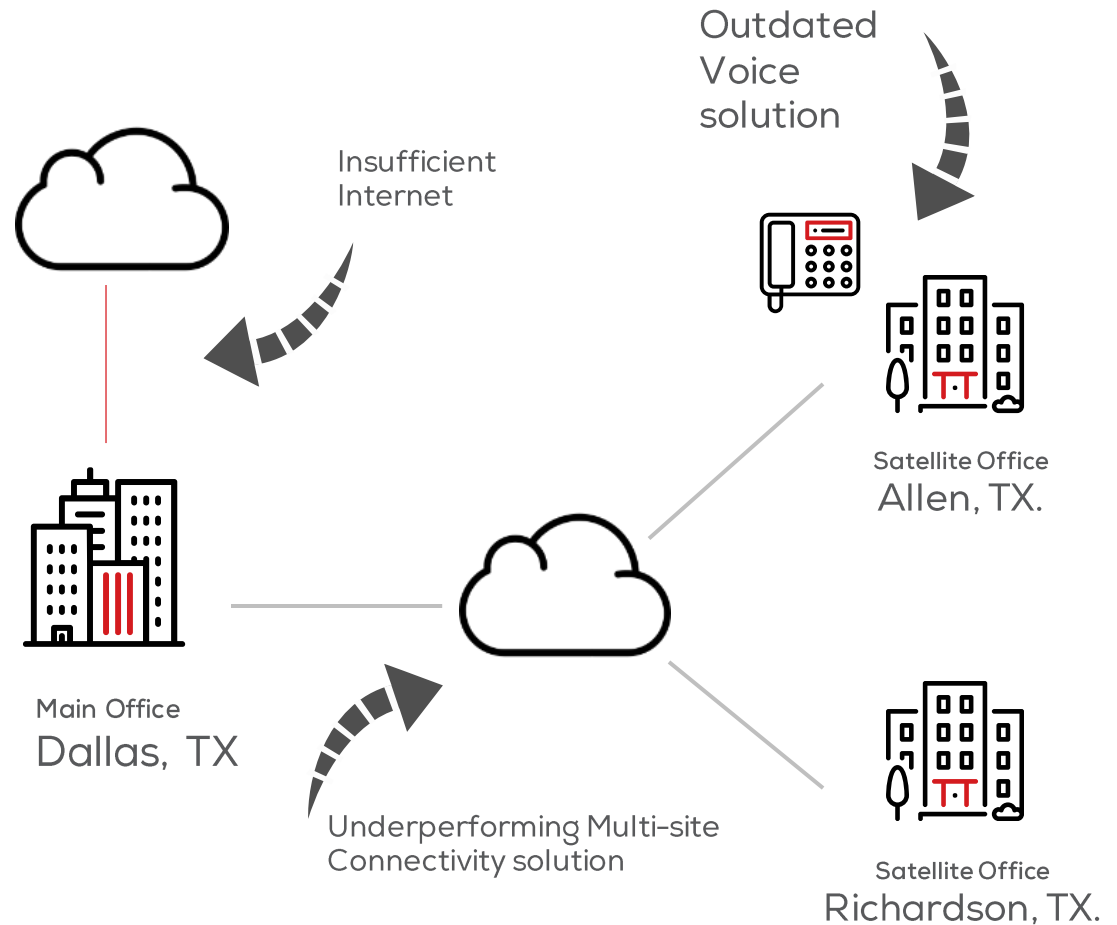- Know sales tools & resources for support

A quick Recap: Our Portfolio

Category

- Internet Access
- Multi-site Connectivity
- Cloud Connectivity

Solution

- DIA
- SD-WAN
- Ethernet
- WAVE
- Connect Cloud

Your Mission:

You must be able to uncover connectivity and security needs. You'll do that by understanding how your customer operates and how their data 'moves.'

Insufficient Internet

Outdated Voice solution

Satellite Office
Allen, TX.

Main Office
Dallas, TX

Underperforming Multi-site Connectivity solution

Satellite Office
Richardson, TX.

Frontier
BUSINESS

MODULE 2 || CHAPTER 4

Who to target

Target Markets

Education	Government	Healthcare	Financial services	Hospitality

Retail	Utilities, Oil & Gas	Datacenters & CSPs	Transportation	Media & Entertainment

Target Markets

Education	Government	Healthcare	Financial services	Hospitality
• K-12 private & public schools • Public & private higher education • Technical & trade schools	• Federal, state and local government entities	• Utilities • Public or private electric, water, or gas utilities • Oil & gas production and distribution	• Retail banks and credit unions • Investment and merchant banks • Money transfer and payday loan firms • Virtual banks	• Hotels • Travel agencies • Airlines

Retail	Utilities, Oil & Gas	Datacenters & CSPs	Transportation	Media & Entertainment
• Multi-site retail stores and store groups • Micro-segments from convenience stores to auto and tractor dealerships	• Utilities • Public or private electric, water, or gas utilities • Oil & gas production and distribution	• Regional Cloud Service providers and datacenter operators	• Metropolitan and regional transit • Logistics and transportation companies	• Marketing agencies • TV stations

Ideal customer characteristics

Companies where **speed/ safety** of transactions is key for business operations

Companies with data-intensive operations (handling big, heavy files and many, many records)

Companies where business continuity is key for business operations (requiring 24/7 operation and near-real time system response)

Ideal customer scenarios

Business context plays an important role in the decision to move forward

Growing rapidly

- Opening new offices
- Adding new headcount
- Going through Mergers/acquisitions

How we help
- Providing enough bandwidth to cover future needs
- Enabling them so seamlessly connect their offices
- Helping simplify management, with one provider

Streamlining Operations

- Looking to improve business resiliency
- Hoping to enhance productivity
- Having to do more with less

How we help
- Through diversity of transport
- Enabling centralized management with SD-WAN

Releasing new cloud applications

- Launching/Moving various applications to the cloud. Looking to do so without sacrificing performance or security

How we help
- With direct connectivity to cloud service providers
- Prioritizing traffic by application

MODULE 2 || CHAPTER 5

Identifying opportunities

Putting your knowledge to the test

Barlow, Daniel May 17, 2021

BD From Stephen Sprunk - Why isn't SD-WAN an option?

Reply...

KNOWLEDGE CHECK

Mountainview Ski Lodge

We are a tourism operator in Running Springs, California. We own and operate the largest ski lifts in Bald and Dollar Mountain. We'd like to start offering free internet access to our guests. We not only want to provide a better connectivity experience while on the site, but we are also looking to streamline our own ticketing process, and enable guests to cut the lines and buy your lift tickets through our app

Pick the right option for this client

- DIA
- Connect cloud
- Ethernet
- SD-WAN

KNOWLEDGE CHECK

Sanchez Logistics

We are a transportation and logistics company headquartered in Texas, with nationwide coverage. We specialize in e-commerce fulfillment and manage inventory for big international brands that sell their products in the US. We are using a cloud-based solution, leveraging AWS to streamline the picking and packing processes, but latency is a big concern. Our automated systems need output in near-real time and our current connectivity solution is creating all sorts of issues.

Pick the right option for this client

- ◯ DIA
- ● Connect cloud
- ◯ Ethernet
- ◯ SD-WAN

Springfield Medical Group

We are a large hospital network with multiple local clinics throughout the region. We have three specialty clinics: an oncology clinic with an advanced radiology unit, an immunology research center and a geriatrics facility. Each of these sites shares Electronics Healthcare Records (HER) Information with a primary data center, where we store and analyze all patient data.

Pick the right option for this client

- ○ DIA
- ● EVPL
- ○ EVP-LAN
- ○ WAVE
- ○ Connect cloud
- ○ SD-WAN

KNOWLEDGE CHECK

Waldorf Insurance Group

We are a large insurance brokerage company. We have our primary datacenter in the Midwest and 3 smaller interconnected datacenters across the country that help provide risk assessment data & historical customer data All current claims data is stored locally at every site for quick access to data, and regularly backed up at our primary site. We also manage an on-prem PBX that serves four regional call center operations across the country. The solution we are looking for should be able to offer seamless connectivity.

Pick the right option for this client

- DIA
- EVPL
- EVP-LAN
- WAVE
- Connect cloud
- SD-WAN

KNOWLEDGE CHECK

Helcium Energy Solutions

We are a leading producer of Lithium and Catalyst solutions. From raw material extraction to specialty product manufacturing, we help create a new generation of energy storage solutions. We operate from two large facilities in the mid-west, each with its own dedicated infrastructure. Our technology teams are now aiding in a vertical integration process, and for it, we'll need to connect our two facilities, to streamline data sharing with minimal latency.

Pick the right option for this client

- DIA
- EVPL
- EP-LAN
- WAVE
- Connect cloud
- SD-WAN

KNOWLEDGE CHECK
Smokey Okies

We are a cannabis dispensary in Oklahoma with our own nursery. We are required by law to provide 24x7 access to a live video feed of the facilities. We have a new facility and are in the process of setting up the cameras. It'll be 55 cameras total

Pick the right option for this client

- 🟡 DIA
- ⚪ Connect cloud
- ⚪ Ethernet
- ⚪ SD-WAN

MODULE 2 || CHAPTER 6

Pitching to customers

Frontier BUSINESS

Articulating your value proposition

A pitch can take many forms, but this is a quick way to do it

Our _____
SOLUTION NAME

helps companies who want to

_____
BUSINESS GOAL

By offering _____
BUSINESS BENEFIT

and _____
BUSINESS BENEFIT

Key selling points

Reliable

**Guaranteed uptime
Customized solutions include guaranteed SLAs**

Why is this important?
- Improves employee productivity and minimizes customer service issues
- Mitigates business interruptions (and negative impact on revenue and costs)

Scalable & flexible

**High-capacity, low-latency network infrastructure
Cost-effective performance**

Why is this important?
- Improves application performance
- Allows customers to grow
- Maximizes employee productivity
- Optimizes operating costs by centralizing management

Dedicated & secure

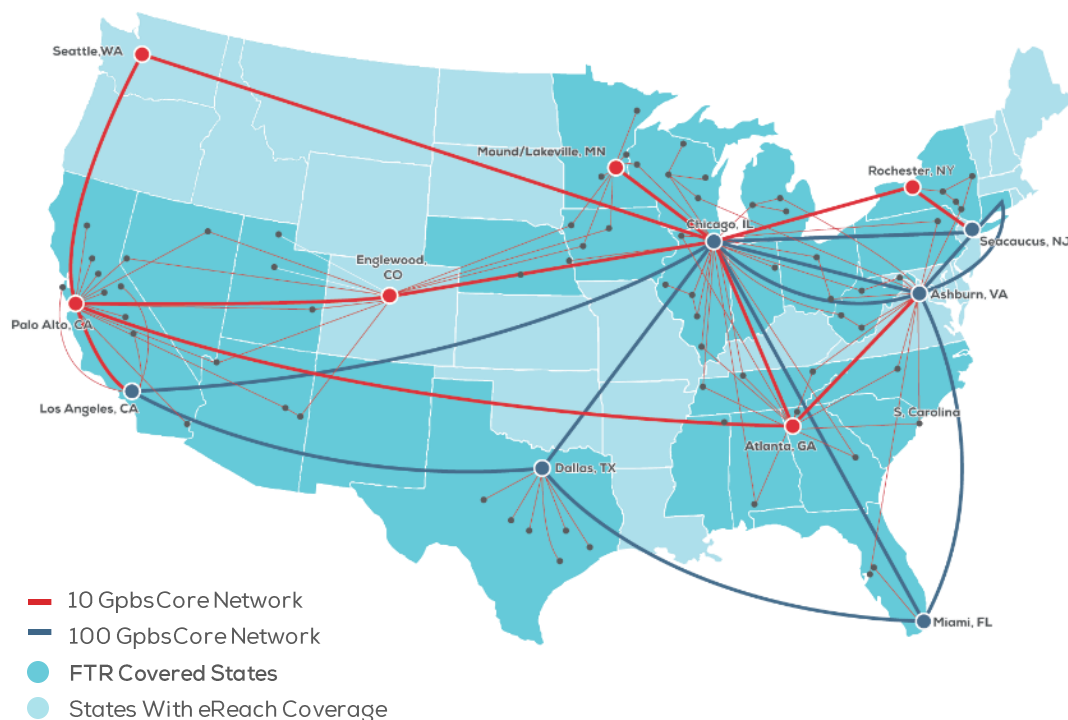**Private connectivity
End-to-End encryption
Dedicated channels**

Why is this important?
- Prevents unwanted eavesdropping on data exchanges
- Ensures businesses use the bandwidth speed they are paying for
- Hardens security defenses

Lead with the why Frontier

Legend:
- 10 Gpbs Core Network
- 100 Gpbs Core Network
- FTR Covered States
- States With eReach Coverage

Map labels: Seattle, WA · Mound/Lakeville, MN · Rochester, NY · Seacaucus, NJ · Englewood, CO · Chicago, IL · Ashburn, VA · Palo Alto, CA · Los Angeles, CA · Dallas, TX · Atlanta, GA · S. Carolina · Miami, FL

When selling connectivity, the resiliency of our network is our most valuable asset

- 400,000 Business customers
- The fourth-largest wireline carrier in the US
- Nearly 150,000 miles of fiber
- Nationwide Coverage
- Local support engaged with your communities

Reliable connectivity, on your terms

Self-served when you want to, managed & personalized when you don't

Our Values

SECURITY
- MEF 2.0 Certified.
- 24x7 Monitoring.
- 17,000+ attacks blocked each month

EFFICIENCY
- Strong managed solutions portfolio.
- Industry competitive SLAs

GROWTH
- Speeds of up to 100 Gbps.
- 8.7TB of traffic at peak times

Play to our strengths

PERFORMANCE & RELIABILITY

Downtime is unacceptable for most. Be sure to highlight the benefits of our SLA.

1

COMPREHENSIVE PORTFOLIO

Win by talking about the rest of our portfolio: from enhanced visibility and control through Managed SD-WAN to consistent coverage and access with Managed MWLAN, improved security with Managed Firewall and streamlined information sharing, with UCF

3

5

DATA PRIVACY

Our Ethernet and Wave services are private Multi-site connectivity options. Our Network is MEF 2.0 certified

2

LOCAL SUPPORT

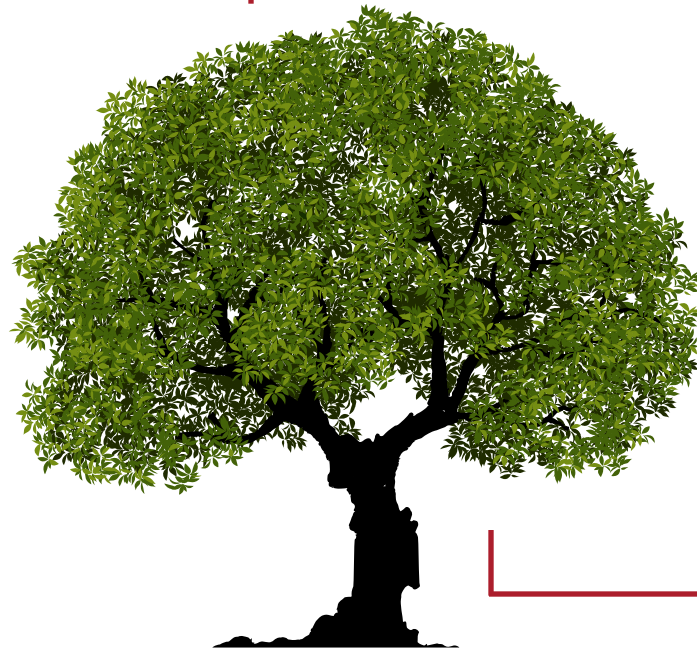Local support matters, specially for small and mid-sized business. Leverage it to your advantage.

4

TECHNICAL SUPPORT

24/7/365 support through 3 regional support centers.

MODULE 2 ‖ CHAPTER 7
Asking Questions

Asking Questions

"LEAF" LEVEL QUESTIONS:

3 Technical details, current state configurations, network topology and future state requirements (IP blocks, routers, traffic filters, flow & priority, etc.)

WITH THE HELP OF A SOLUTIONS ENGINEER

"BRANCH" LEVEL QUESTIONS:

2 Deeper business and technical problem definition (quantify impacts on revenue, cost, employee productivity & customer experience)
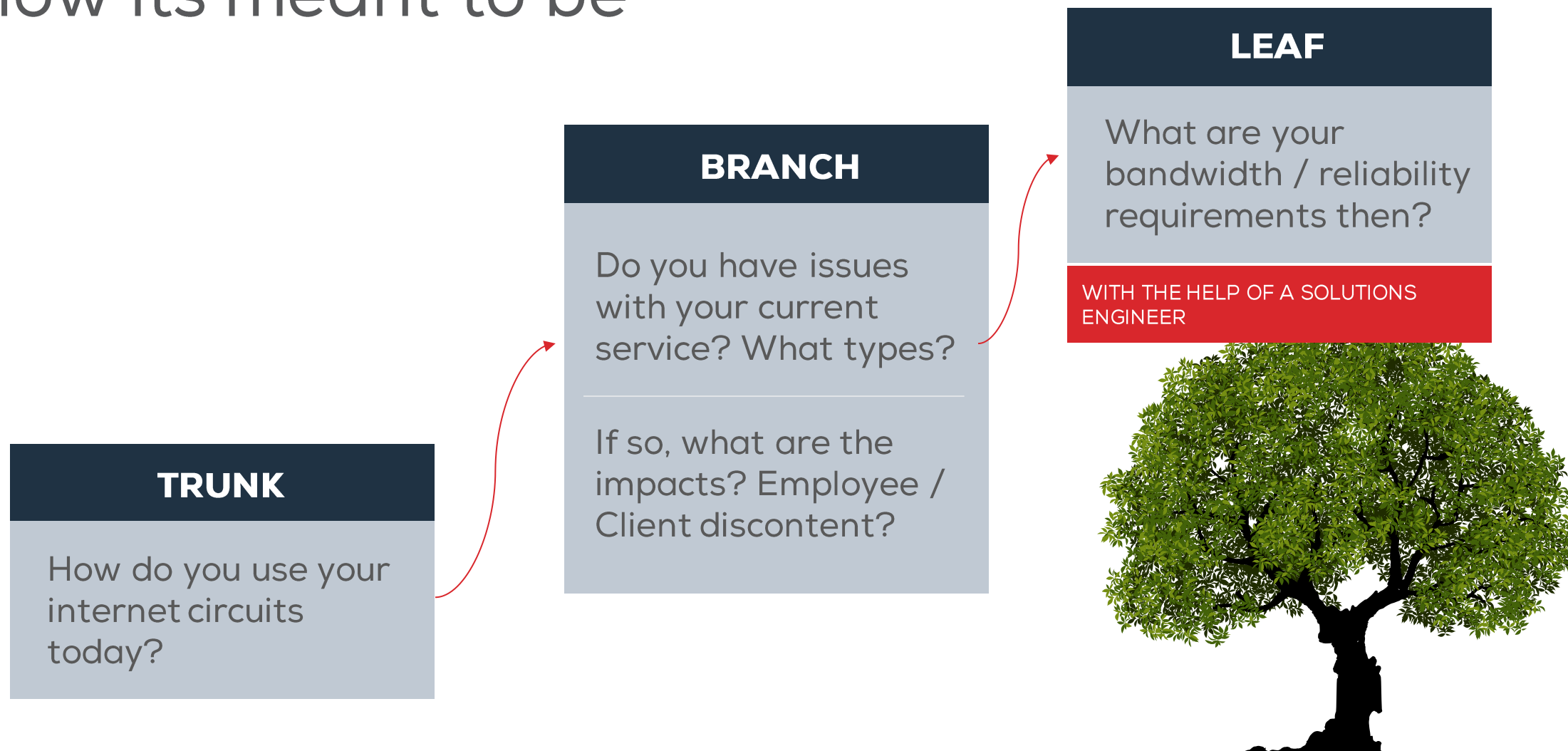
"TRUNK" LEVEL QUESTIONS:

1 Help uncover customer business insights and do a high-level problem definition:

DISCOVERY IS A PROGRESSIVE PROCESS

The discovery process: How its meant to be

TRUNK

How do you use your internet circuits today?

BRANCH

Do you have issues with your current service? What types?

If so, what are the impacts? Employee / Client discontent?

LEAF

What are your bandwidth / reliability requirements then?

WITH THE HELP OF A SOLUTIONS ENGINEER

Troyer, Andrew May 11, 2021

TA Does this match our SMART selling methodology?

Reply...

▲ **Ron Leighton** May 17, 2021

RL If this is for AE/BAM's only then the focus should only be on "Trunk" questions and not Branch or Leaf. If the call requires those level of discussions then an SE should be brought to the call

Reply...

Now it's your turn

TRUNK

BRANCH

Drop area

Drop area

Drop area

Drop area

Drag these questions to the right part of the tree

How many downtime incidents you experience in a month?

Is redundancy a must have in these situations?

Practice makes perfect

You can find a comprehensive list of customer questions in our Connectivity Playbook

MODULE 2 || CHAPTER 8

Tailoring your pitch

![Frontier Business logo]

Put your knowledge to the test

The key to articulating a successful pitch is to make it specific. Diving into the needs and goals of your customer

Practice tailoring your Value proposition

DIA circuits

Enhance their blended learning experiences

Reliable internet access

Our _____
SOLUTION NAME

help **educational institutions** looking to

_____
BUSINESS GOAL

By offering _____
BUSINESS BENEFIT

Practice tailoring your Value proposition

DIA circuits

Managed Firewall

Enable new digital services for its citizens

Ultra fast Internet connectivity

Security at the edge

Our _____ & _____
SOLUTION NAME   SOLUTION NAME

help **local government agencies** who want to

_____
BUSINESS GOAL

By offering _____
BUSINESS BENEFIT

and _____
BUSINESS BENEFIT

Practice tailoring your Value proposition

Ethernet circuits

Accelerate diagnostics

Quick access to patient data

Secure connections

Our _____
SOLUTION NAME

help **healthcare providers** who want to

_____
BUSINESS GOAL

By offering _____
BUSINESS BENEFIT

and _____
BUSINESS BENEFIT

Practice tailoring your Value proposition

WAVE circuits

Accelerate content creation

Enabling them to quickly share media files

Our _____
SOLUTION NAME

help **media companies** who want to

_____
BUSINESS GOAL

Transform collaboration by

_____
BUSINESS BENEFIT

Between teams and locations

Practice tailoring your Value proposition

DIA circuits

Retailers

Optimize network performance

Minimizing downtime

Offering more reliable bandwidth

Our _____ & _____
SOLUTION NAME   SOLUTION NAME

help **retailers** who want to

_____
BUSINESS GOAL

By offering _____
BUSINESS BENEFIT

and _____
BUSINESS BENEFIT

MODULE 2 || CHAPTER 9

Building a Strategy

The 4 Sales Plays

ACQUIRE	DEVELOP	RENEW & UPSELL	MIGRATE & UPSELL
Acquire new Ethernet and DIA customers	Develop existing accounts with multiple sites	Renew, extend and upsell existing DIA or Ethernet contracts	Migrate legacy circuits to connectivity
Target • Prospects • Current customers w/ competitor connectivity	**Target** • Current customers with multiple sites that lack connectivity or have a competitor's solution	**Target** • Current customers with renewal in <6 months	**Target** • Current customers with Frontier legacy circuits

Go to your sales manager and try to quantify how much of your time will you devote to each of these goals.
It'll help you inform your strategy later

Barlow, Daniel May 17, 2021

BD From Stephen Sprunk - Upsell should mention managed services

Reply...

Design your own customer journey

Visualize your customers' buying process and make sure you have the content and structure ready to go through the sales motions
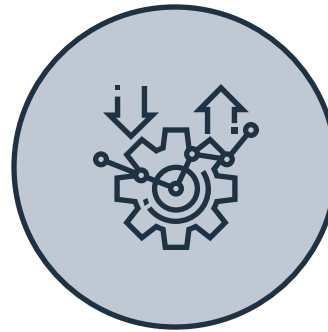

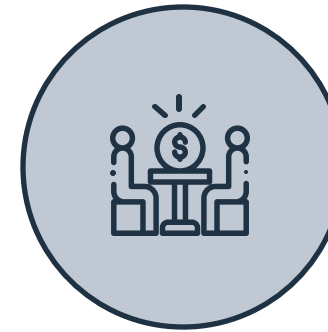| EDUCATION	RESEARCH	EVALUATION	NEGOTIATION	PURCHASE
Share an unsolicited proposal	Schedule a call	Bring in my SE	Bring in my manager	Share our product onboarding guide

What will I share and how will I manage each customer interaction to make sure we go full cycle as quickly as possible?

Prioritize your accounts
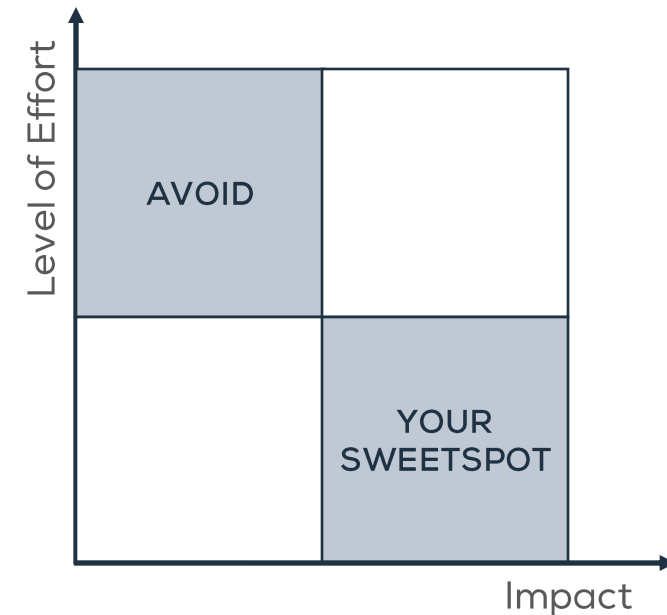
BY FEASIBILITY

1 Customers with 50% or more of sites in-franchise with or without Frontier Connectivity – even if with e-Reach only

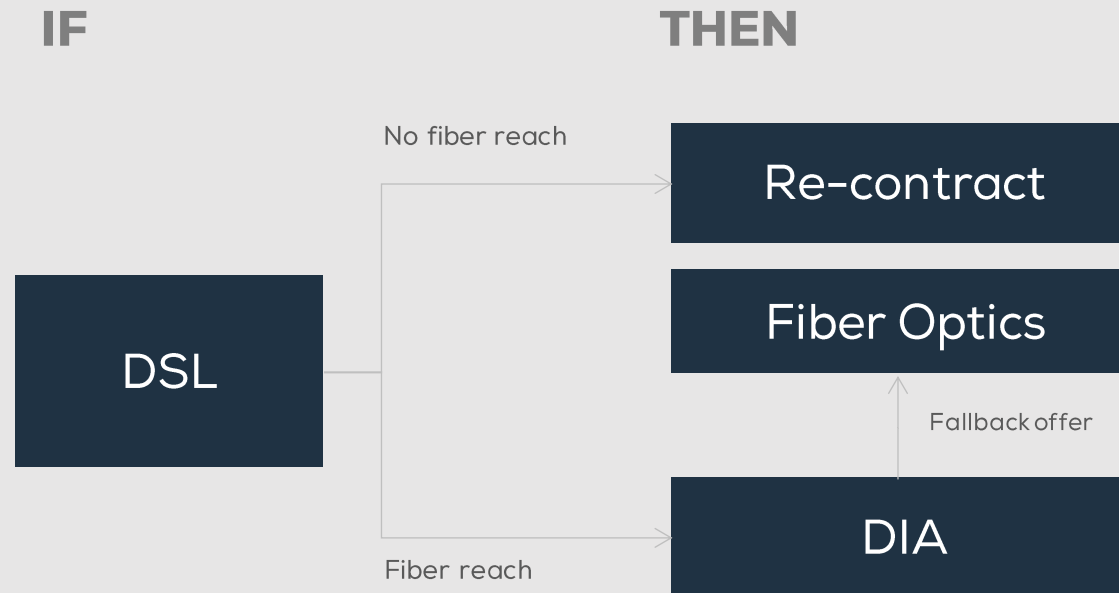**2** Customers with less than 50% of sites in-franchise but with Frontier Connectivity

BY IMPACT

Create a fallback plan

Make sure to map out each possible scenario with your client
to maximize your chances of winning

IF

THEN

No fiber reach

DSL

Re-contract

Fiber Optics

Fallback offer

Fiber reach

DIA

MODULE 2 || CHAPTER 10

Final Thoughts

Are you ready to go?

Now that you've reached the end of the second module, check in with yourself. Do you:

- ✅ Know the trends driving connectivity?
- ✅ How to differentiate between Frontier's offerings?
- ✅ Which verticals and roles to target?
- ✅ The best ways to position our offerings?

Set Your Own Goals

TARGET ACCOUNT ACTIVITY

Begin documented and meaningful sales activity with approximately **20 target accounts**

MEANINGFUL CONVERSATIONS

Engage in a minimum of **twenty (20) meaningful conversations** across target and other accounts **per quarter**.

OPPORTUNITIES GENERATED

- Propose at least **ten (10)** Connectivity growth **opportunities per quarter**
- Close 20% of opportunities
- Average sales cycle: 60 to 120 days

SALES & REVENUE

- **Win at least two (2)** Connectivity opportunities **per quarter**
- Minimum of three **(3) Connectivity circuits per opportunity**
- **Average MRR: $2,000** per opportunity

Learning Doesn't Stop Here

Be sure to check out these other helpful resources:

Connectivity
At-A-Glance PDF

Connectivity
Playbook

Product-specific
Solutions Overviews

Questions?

Reach out to your team lead, SEs and Product Managers

Congratulations!

You've completed Successfully Selling Connectivity!