

# Business Voice

MAY 2023

**gtt**  
BUSINESS  
SOLUTIONS

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## Why are we here?

- We are looking to **protect our customer base** with an aggressive upgrade program to move them from their traditional GTT analog voice solution to a Digital Business Voice solution.
- We are bringing **next generation voice to the market** that deliver value added features to businesses.
- Over the next 120 minutes, we'll walk you through the **why**, **what** and **how** to present this new solution to customers.



**We are  
here!**

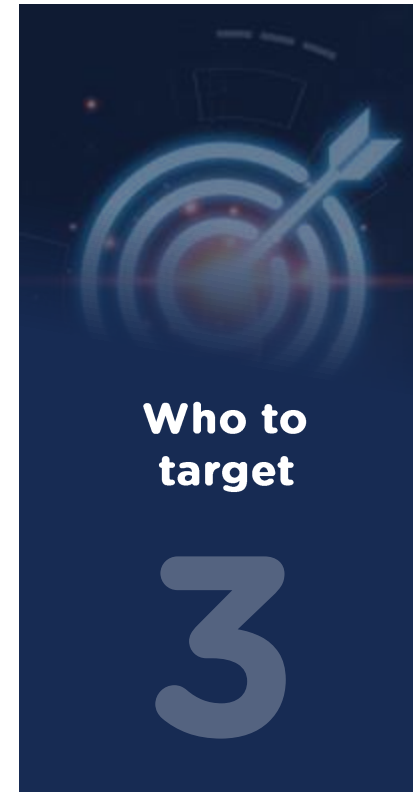
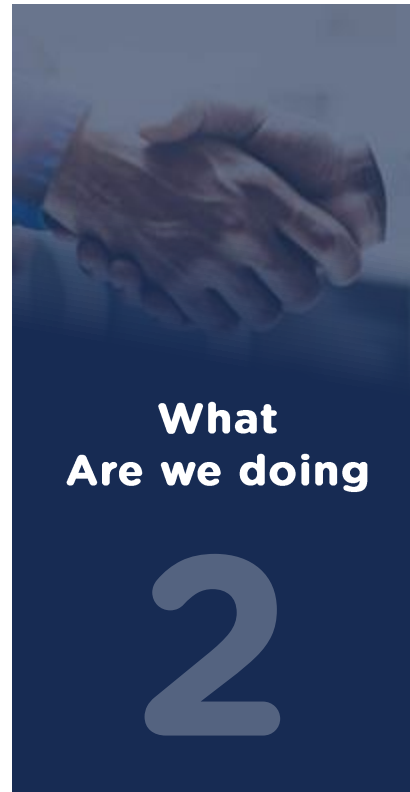
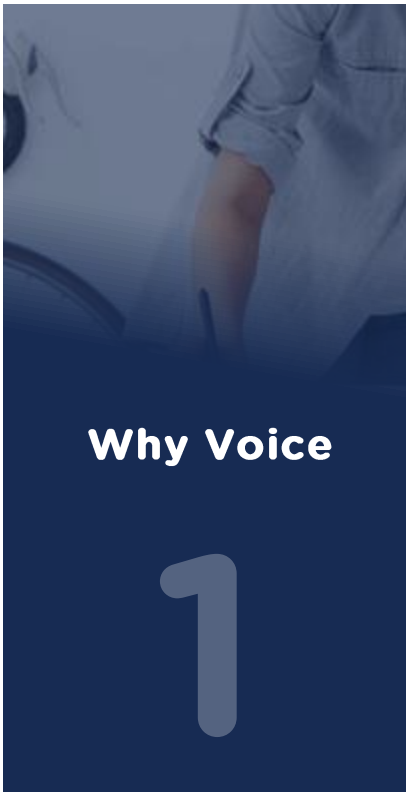


# Your Enablement Journey



# **BUSINESS VOICE TRAINING**

## **Today's Agenda**







# Why Sell Voice?

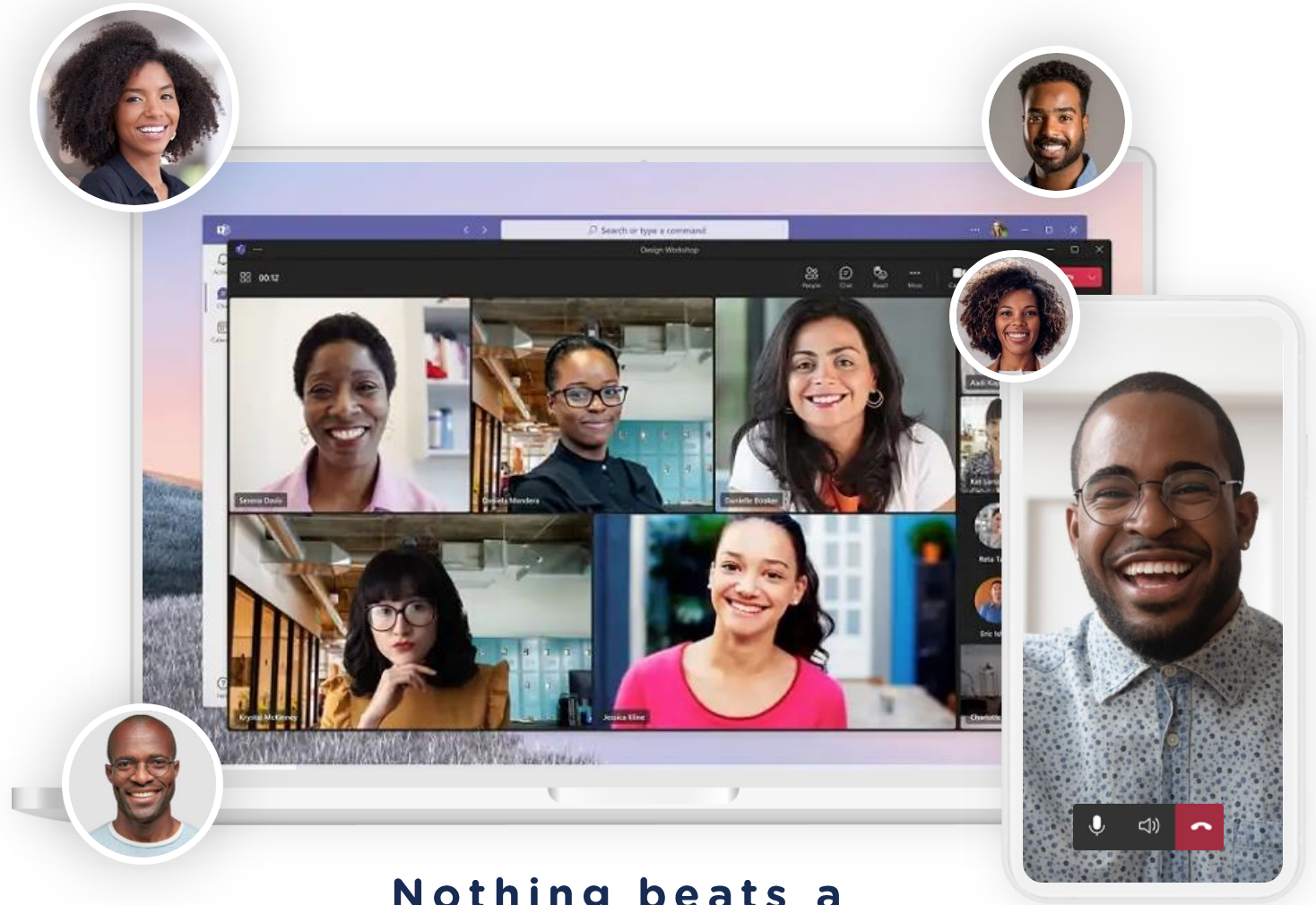
**BUSINESS VOICE**

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**For all the  
progress we've  
made with  
fancy, new  
collaboration  
tools...**



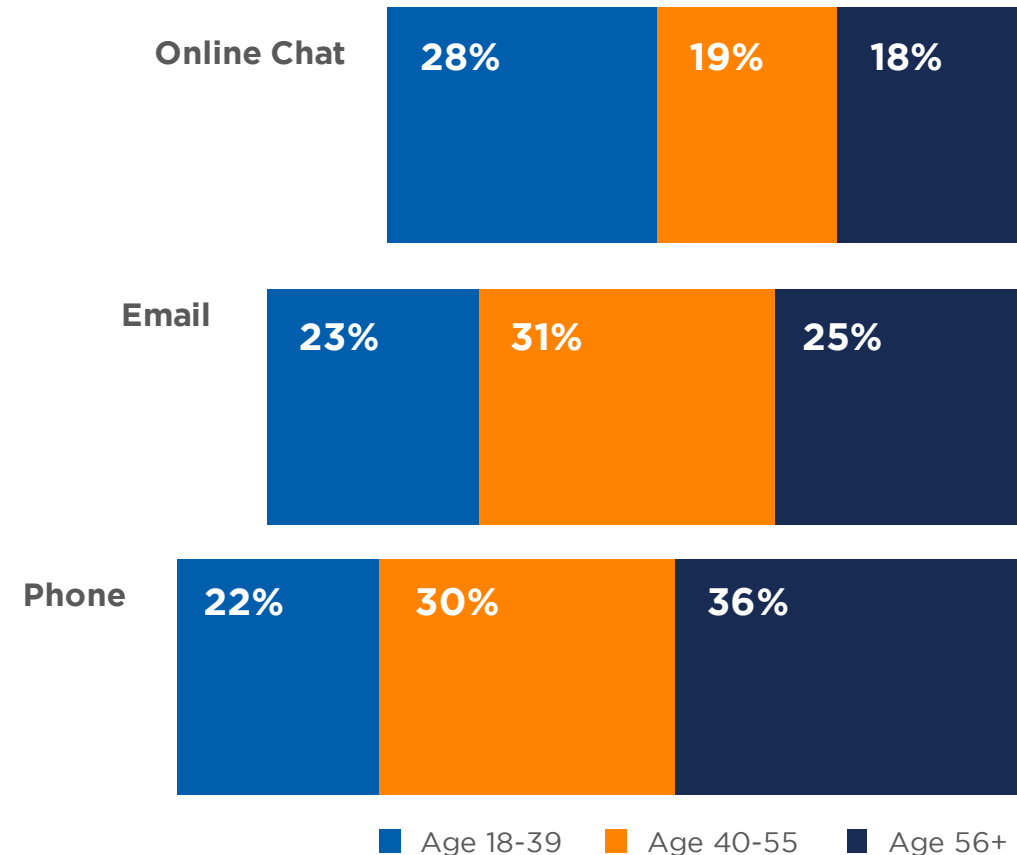
**Nothing beats a  
simple phone call**

## Preferred business communications method after purchase

# The business phone is far from dead

Phone calls are still **the preferred communication channel** for customers after they've bought something from a company.

Consumers also aren't just picking up, they are calling too. An **Invoca survey** found that 65% of people have called a business in the last month, compared with only 22% who contacted a business through social media.





# Your phone is actually driving new revenue

According to a study by **Google**, 61% of mobile users call a business when they're in the purchase phase of the buying cycle. The majority of respondents would call instead of reach out online because they're looking to get a quick answer (59%) or talk to a real person (57%). The study also found that consumers are more likely to call a business when making a high-value purchase in verticals such as auto, finance, or travel.

[This is Why You Need a Dedicated Business Phone Number](#)

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# 61%

Of mobile users call a business while considering to purchase something

## WHY DO THEY DO IT?

# 59%

Looking to get a quick answer

# 57%

Would rather talk to a real person





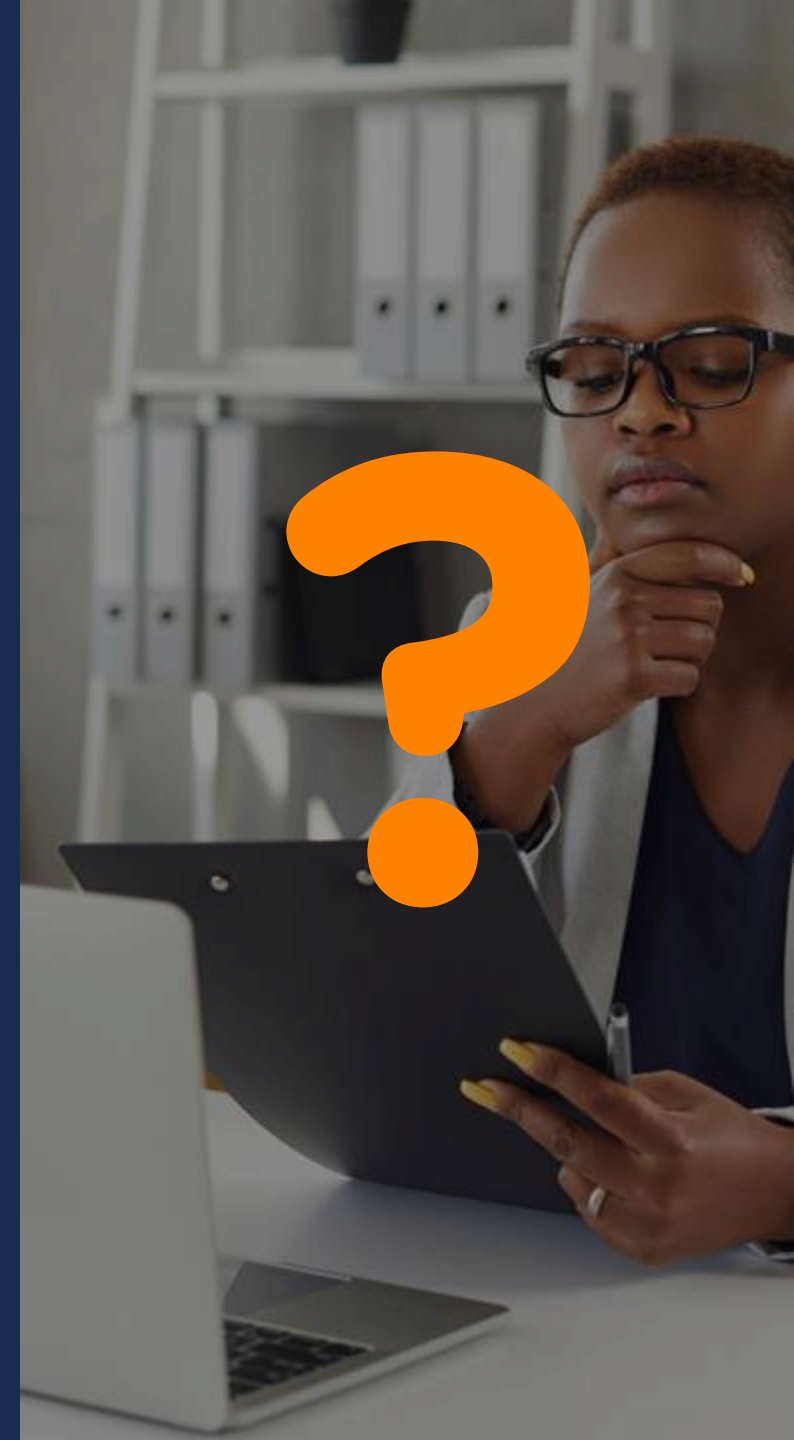
ARE WE ALL IN SYNC HERE?

# What are some other typical situations where you rather talk to someone on the phone?

HOW ABOUT BANK OR CREDIT CARD ISSUES?

OR AIRPLANE TICKET ISSUES?

... ?





# There are A LOT of other reasons for wanting a business line

1

People like to talk to a human for reservations, problem solving or support.  
**Nobody likes a limited Chatbot**

2

**Credibility** is the cornerstone of success for most small businesses. The telephone is tool that reflects **professional image**

3

A landline is often associated with a **reliable and secure business** that won't suddenly disappear

# But a PBX?, really? why not simply go with WhatsApp?



- 1 No advanced call handling features**  
No IVR, no call transfers, no call groups or queues...
- 2 No corporate directory**  
Company information lives in your employee's devices.
- 3 Not so safe**  
WhatsApp scams have surged 2,000% since the pandemic. Its so easy to create an account that many scammers are using it to impersonate legitimate businesses, asking either for money or personal information.

# So, what are the other alternatives?

**You either  
buy a PBX**



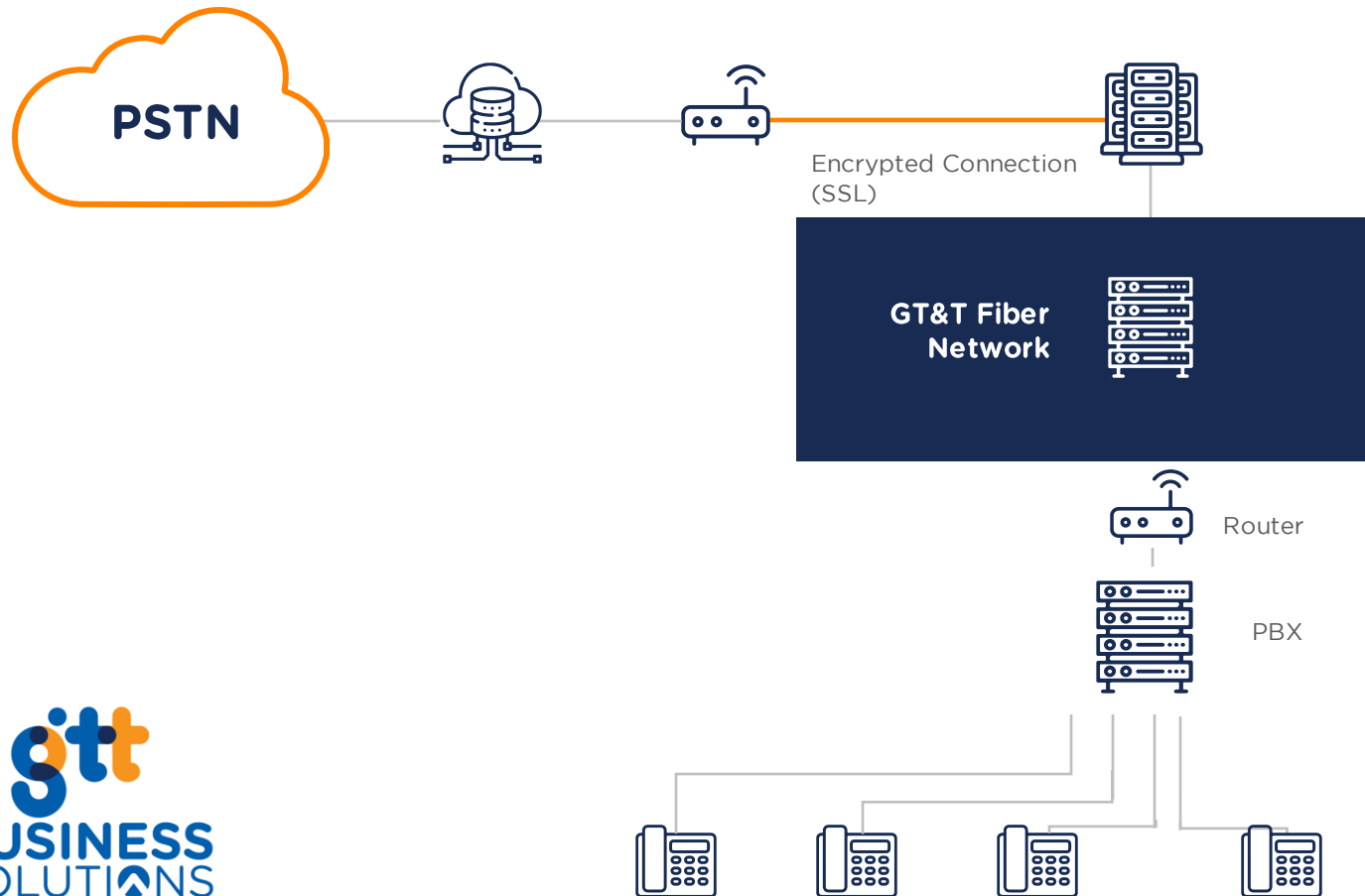
**Or hire a  
managed  
Service**

(Like what we are  
offering with  
**Business Voice**)



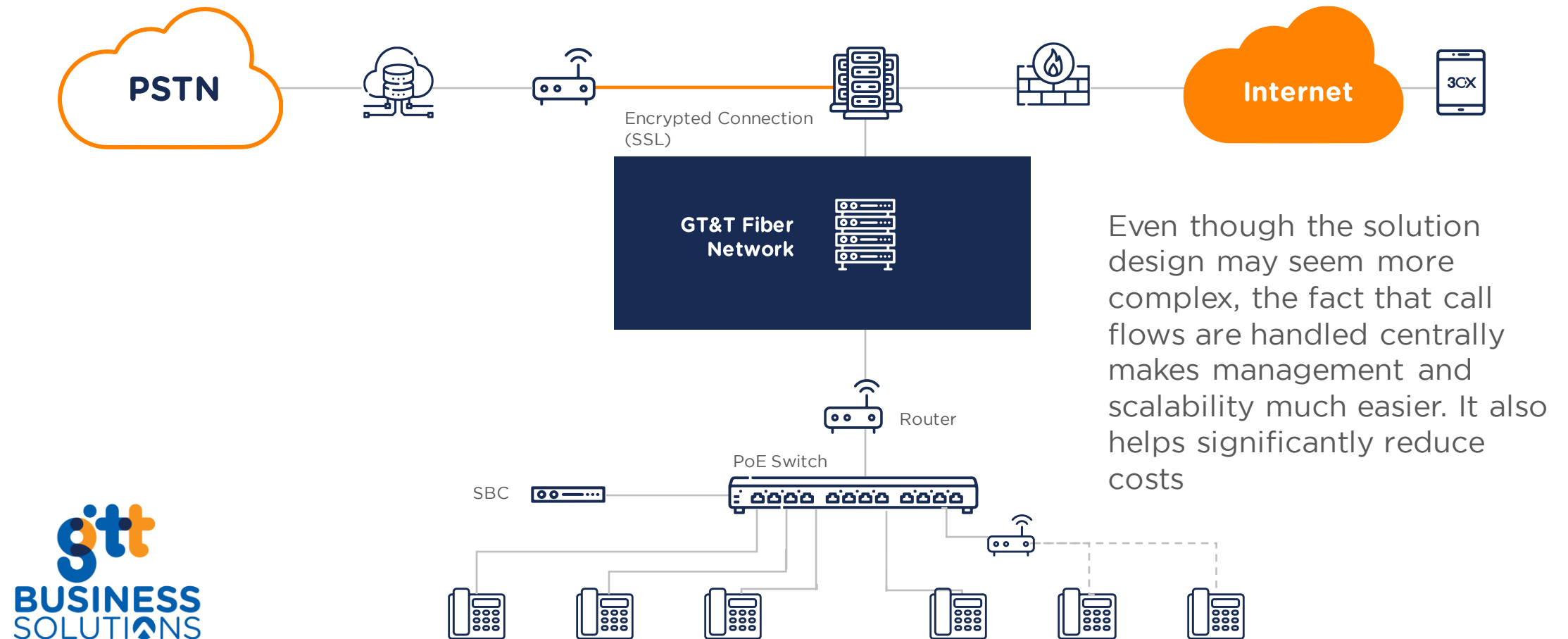


# An On-Prem PBX solution



A simple solution design, with a PBX handling all your call flows. Simple to operate at small scale, but with big challenges around scalability, as new lines demand new FSO FXO cards, and new sites will need additional PBXs, one per site

# A Hosted PBX solution





# Why a managed service is the way to go?

At first glance On-prem  
alternatives seem cheaper:



**Source:** Can Managed Services Reduce Total IT Costs? Gary McCauly - ExterNetworks



# Why a managed service is the way to go?

But once you add-in all the  
hidden costs...



**Source:** Can Managed Services Reduce Total IT Costs? Gary McCauly - ExterNetworks





# Why us?

## OUR UNIQUE VALUE PROP

Powering communications  
without compromise



### Hosted and fully managed

- Running on top of GTT's PSTN.
- GTT hosts, configures, and provisions the seats and features.
- GTT provides the access/transport and local hardware (IP phones).
- GTT is responsible for selling, installing and providing technical support.
- Installed and supported by GTT's local, experienced and highly-trained field technicians.
- 24/7 support with a single point of contact.



### Competitive pricing / All inclusive

- Delivered over the same network used for Internet access and **delivered as a bundled offer**.
- A next-generation IP PBX. Eliminates the need for less secure, over-the-top applications (such as WhatsApp, Skype).
- Predictable monthly pricing.



### Easy-to-Deploy

- Advanced admin features.
- No need to buy expensive hardware.



# Why us?

## OUR PARTNERSHIP WITH 3CX



**Trusted by the biggest brands in business**

### **A big focus on security and data privacy.**

3CX's inbuilt security has been exclusively developed to protect PBX system from attacks:

- Automatic detection & blacklisting of SIP attacks.
- Traffic to 3CX apps is encrypted using the 3CX tunnel.
- Voice traffic encrypted via SRTP.
- Limit Access to 3CX management Console by IP.



# What to Sell

OUR VALUE PROPOSITION





# What is business voice?

A reliable, affordable fully-managed, cloud-hosted solution for business communications.

## Offered as an upgrade from our existing Copper Analog line service

(which will no longer be sold. Existing customers will be migrated to this new service offering )



### Feature-Rich

Enterprise-grade IP PBX features.



### Affordable

Reduced cost-of-ownership with savings on both CAPEX and OPEX. Easily add/remove features and services to fit your changing business needs.



### Reliable

Encrypted communications with no on-site critical components ensures business continuity.



### Fully Managed

24/7 monitoring, support and management of your services. A true one-stop-shop. We sell, install and provide technical support.





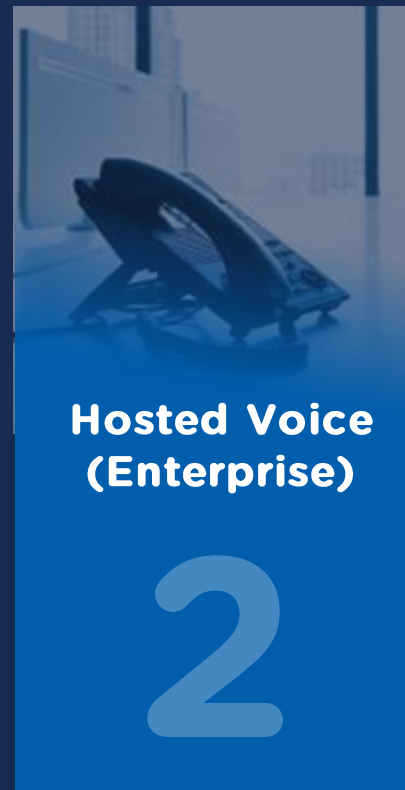
**We are  
here!**

**Where does  
it fit into our  
voice and  
collaboration  
portfolio?**



**Business  
Voice (SMB)**

**1**

The card features a background image of a woman smiling while talking on a mobile phone. The bottom half of the card is a solid orange color.

**Hosted Voice  
(Enterprise)**

**2**

The card features a background image of a multi-line office phone on a desk. The bottom half of the card is a solid blue color.

**Ms Teams  
calling  
(Enterprise)**

**3**

The card features a background image of a woman working on a laptop. A diagonal orange banner in the top left corner contains the text 'COMING SOON'. The bottom half of the card is a solid blue color.

# Business Voice

# Business Benefits



## Never miss an important call

- Auto attendant
- Call waiting
- Call forwarding
- Call groups
- Voicemail



## Empower your users to do more

- Contact directory
- Caller ID
- Three-way calling
- Transfer calls
- Put calls on hold

**Given that this offer will be presented as an upgrade, we will also need to highlight the fact that we are now bundling in more features on the core service offer**



# Feature Overview

Most of the features that are now included in the core service plan were sold at a premium



Feature	GTT Copper Analog Lines	Business Voice
Landline	✓	✓
Wake-Up Call	✓+\$	✓
Speed Calling	✓+\$	✓
Call Waiting	✓+\$	✓
3-Way Calling	✓+\$	✓
Call Forward	✓+\$	✓
Delayed Call Forwarding	✓+\$	✓
Voicemail	✓+\$	✓
Caller ID	✓+\$	✓
Call Forward Universal	✓+\$	✓
Call Forward Do Not Answer	✓+\$	✓
Call Forward Busy	✓+\$	✓
Call Forward Simultaneous	✓+\$	✓
Calling Name Delivery	✓+\$	✓
Ring Again	✓+\$	✓
Make Set Busy	✓+\$	Replaced with Do Not Disturb
Calling Line Flash	✓+\$	Replaced with call waiting and advanced VoIP features
Directory Number Hunt	✓+\$	Replaced with Call Groups
Cut Off on Disconnection	✓+\$	✓
Calling Name Delivery	✓+\$	✓
Voicemail Transcription		✓
Auto Attendant / IVR (up to 2)		✓
Call Groups (up to 3)		✓
Call Logging		✓
Call Parking		✓
Busy Lamp Field		✓



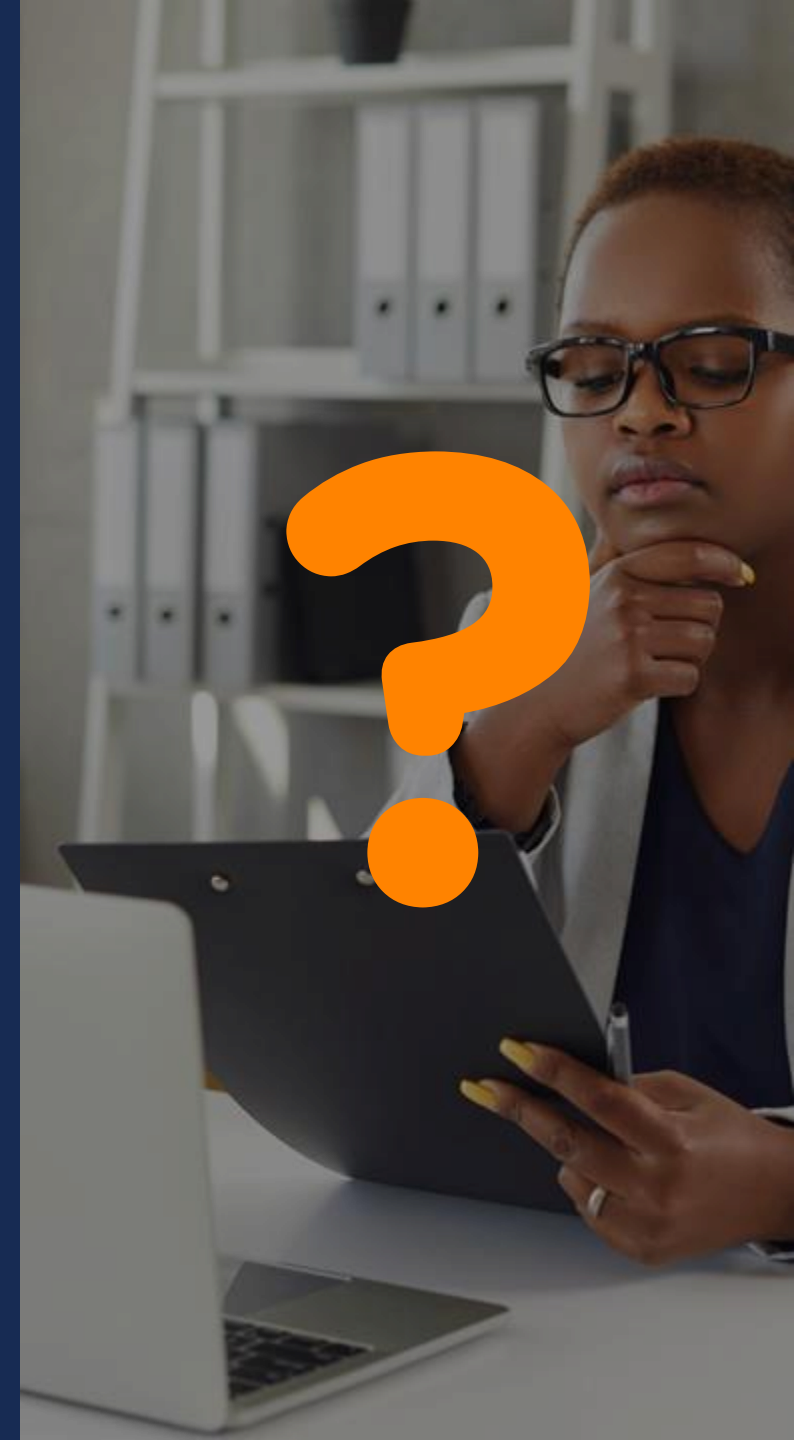
ARE YOU SURE YOU GOT IT?

# Are you sure you understand our features?

WHAT'S A CALL RING AGAIN?

WHAT'S AN AUTO-ATTENDANT?

WHAT'S A CALL GROUP? AND HOW DOES IT WORK?





# Our service offer

two configuration  
options

## WIRELESS



T43U Corded  
Wi-Fi



Raspberry Pi  
SBC



PoE Injector



5 Port  
Switch



Wi-Fi 6 Access  
Point Pro

## WIRED



T43U  
Corded



PoE Injector



5 Port  
Switch



Raspberry Pi  
SBC

# Wired solution

How It Works



Hosted Business Voice

Internet, VoIP



# Wireless solution

## How It Works



Hosted Business Voice

Internet, VoIP





## Pricing structure

Missing pricing information > toll calling/billing

The BOM also probably needs to be rectified because it doesn't match what's in the solution architecture diagram

Also needing a way to compare current pricing with this new model, as this will be a critical component of the full-service migration discussion

	Wireless Phones	Wire Phones
Price per seat	\$83.00/Mo	\$70.00/Mo
Office locations	1	1
Devices included	4	4
DIDs included	2	2
Wi-fi Access point	1	
Switch & Power Injector	1	
Upgrade options		
Additional DIDs	\$10.50/Mo	\$10.50/Mo
Additional sessions	\$3.75/Mo	\$3.75/Mo
Additional phones	\$3.00/Mo	\$4.50/Mo
Additional office locations	\$7.00/Mo	\$14.00/Mo

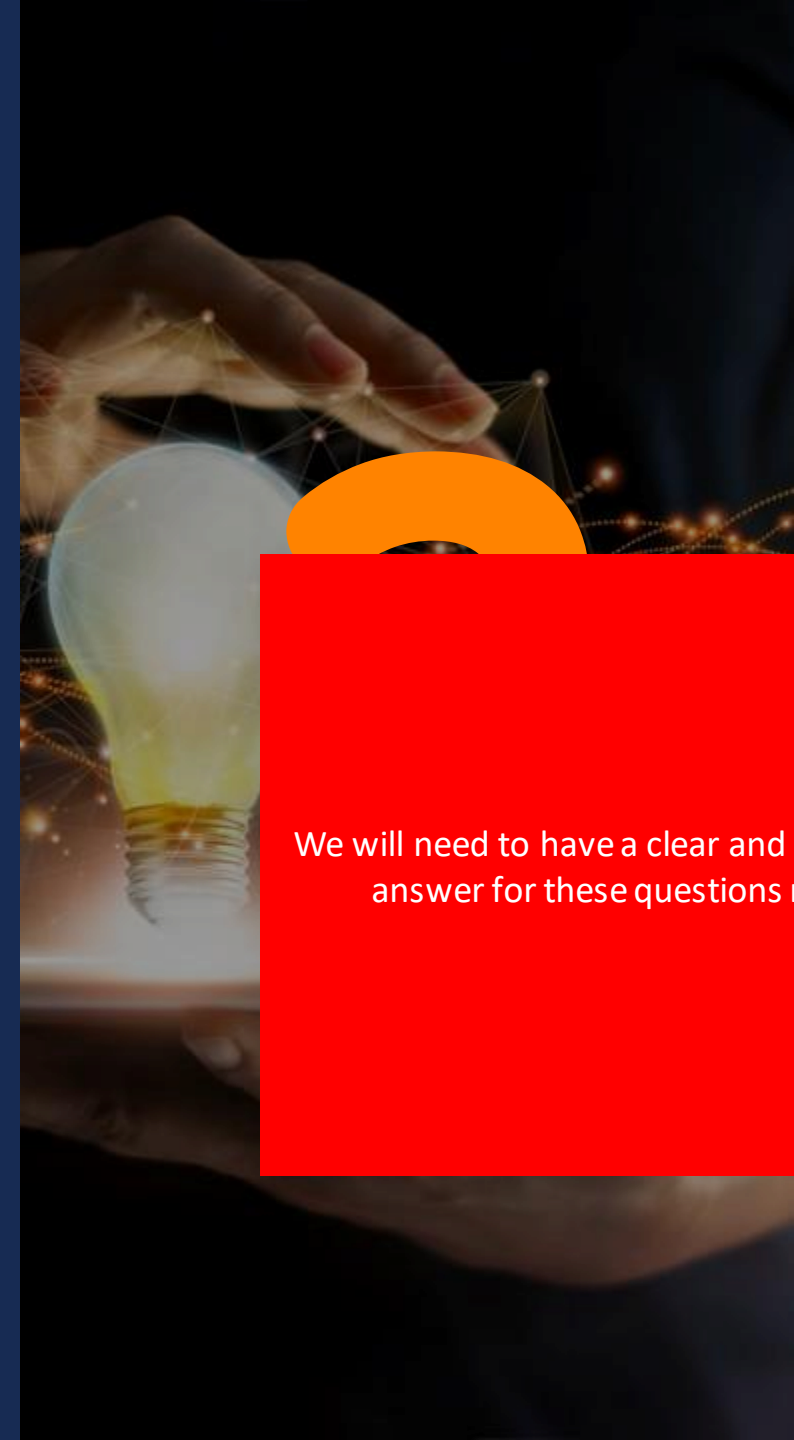


TIME FOR OTHER IMPORTANT QUESTIONS, EXPLORING THE IMPLICATIONS OF THE MIGRATION PLAY

# Are you sure you got it?

WHAT IS THE PROPOSITION FOR EXISTING CUSTOMERS WHO DON'T HAVE CONNEX CIRCUITS NOW AND DON'T WANT TO BUY ONE?

AND WHAT WOULD BE YOUR ARGUMENT FOR CUSTOMERS THAT ARE GOING TO END UP PAYING MORE THAN WHAT THEY USED TO?



We will need to have a clear and answer for these questions



# Who to Sell Business Voice to

**TARGET CUSTOMERS**





Our company has identified XXX customers with 3-10 lines. They'll be the targets of our sales efforts

## Current Customers with 3-10 Lines



### Target Universe

- XXX total customers.



### Our modeled behavior

- **YYY** have a Connex circuit already. It'll be a simple migration conversation with them
- **ZZZ** won't have a Connex circuit with us. We'll try to sell them on the bundle offer, Leading with the broadband conversation and presenting the voice upgrade as our promo trigger
- **XXX** will have either the two products or just one, but the new pricing will be more than what they pay now. We'll try to..... (need and answer for this scenario)

Need the number of customers on each segment and clarity on what the commercial strategy will be





# Target Businesses

Regardless of the sales strategy, we've identified industry segments that we believe are prime candidates for our Business Voice offer

## Our sweetspot customers



### Restaurants & Bars

Why? Still 72% of reservations are done over the phone. Offering free Wi-Fi while they eat is also a good way to push our bundled offer



### Healthcare

Why? 65% of all patients still preferred to book an appointment via phone. Offering free Wi-Fi while they wait is also a good way to push our bundled offer



### Professional Services

Why? Some of the more traditional service companies – i.e. law firms and accounting firms still depend heavily on the phone to get things done



### Field Service Companies



### Beauty and Care



### Retail



# Sample Use Cases

**WHERE BUSINESS VOICE  
MAKES SENSE**

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# Business Use Cases

## RESTAURANTS



### Challenges

- Manage Incoming dinner reservations / Delivery
- Communicate with vendors and service delivery team



### Features

- The IVR function allows for quick and easy communication with customers
- Configurable auto attendant rules enables owners to let people know when the restaurant is closed
- Call waiting enables customers to wait without having dial again when the line is busy



### Typical solution Results

- Increased velocity in responding to customers and suppliers
- And gets even better when combined with Broadband connectivity!





# Business Use Cases

## PROFESSIONAL SERVICES



### Challenges

- Have a professional image.
- Accelerated response times.
- Never miss a call, even when outside the office.



### Features

- Caller ID
- Voicemail and programmable ring trees.
- Customizable call forwarding capabilities
- Auto Attendant and IVR features



### Typical Solution Results

- Enhances service through reduction in abandoned calls and back-office automation.
- Voice options will allow more effective teaming and faster problem solving with the customers



# Business Use Cases

## RETAIL



### Challenges

- Share inventory information between stores, the warehouse and the workshop.
- Enable support for customers.



### Features

- The IVR function allows for quick and easy communication with customers.
- Conference calls for more effective teaming and faster problem solving.
- Voicemail transcription.



### Typical solution Results

- Increased velocity in responding to customers and suppliers
- Greater control over inventory and simplified communications.



# How to Sell Business Voice

**SALES PLAYS**





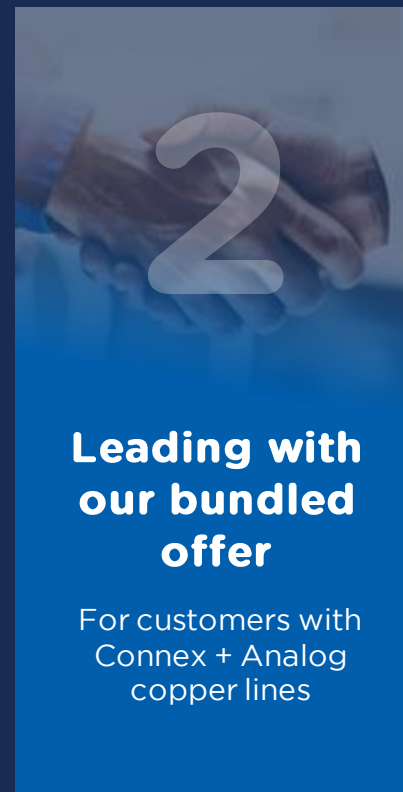
**GIVEN THE CURRENT  
CUSTOMER SEGMENTATION**

**We are  
going to  
push for 3  
sales plays**

A vertical card with a blue gradient background. The top half features a blurred image of a person's hand with a large white number '1' overlaid. The bottom half is solid blue with white text.

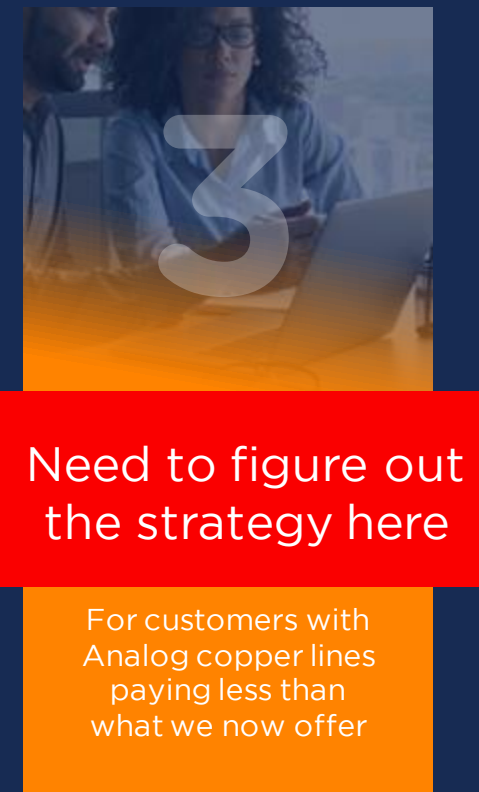
**Leading with  
business voice**

For customers with  
Connex + Analog  
copper lines

A vertical card with a blue gradient background. The top half features a blurred image of two hands shaking with a large white number '2' overlaid. The bottom half is solid blue with white text.

**Leading with  
our bundled  
offer**

For customers with  
Connex + Analog  
copper lines

A vertical card with a blue gradient background. The top half features a blurred image of two people working on a laptop with a large white number '3' overlaid. The bottom half is solid orange with white text.

**Need to figure out  
the strategy here**

For customers with  
Analog copper lines  
paying less than  
what we now offer



SALES PLAY #1

# Leading with Business Voice

Focus on 2 benefits

**01** Never miss an important call

**02** Empower your team to do more on their own

**Introduce 4 new features that weren't available for them before**

- Auto attendant
- Voicemail
- Call forwarding
- 3-way calling



# Now let's do a little role play exercise

## Our scenario

You call a Dentist's office. They already have a Connex plan and 3 analog lines with you. How would you pitch the new solution to them?

(remember to tailor your pitch)



## SALES PLAY #2

# Leading with Our Bundled Offer

Structure your pitch this way

**01**

At GTT we are going digital

**02**

We are turning our analog copper lines into VoIP. This will enable new capabilities for you at no additional charge

**03**

We'll be migrating your lines into a new platform

**04**

But to fully get the benefits of the new solution, we want to offer a special connectivity promo...

**gtt**  
BUSINESS  
SOLUTIONS





# Finally, let's do a final practice run

## Our scenario

You call an Engineering firm. They only have 2 analog lines with you. How would you pitch the new solution to them?  
(remember to tailor your pitch)



# Customer Push Back and Recommended Responses



CUSTOMER PUSHBACK		RECOMMENDED RESPONSE
01	My current tools are working fine. Why do I need to change?	Highlight the scalability challenges and reach. Highlight the benefits of a cloud-based solution. Mobile-first & cloud-ready. Pay for what you need.
02	I don't feel comfortable having all my data run through the cloud...	
03	Why should I switch when there are other economic brands?	When combined with ethernet we have a MTTR of XX hours. We have a team on hand at all times; if you have an account manager service associate.
04	XYZ offer the same thing. Why you?	<ul style="list-style-type: none"><li>• We offer a true end-to-end solution.</li></ul>

Need a list with expected pushback and the answers you want your sales reps to give



# Questions or comments?

**BUSINESS VOICE**

