HOW TO SELL VOICE AND COLLABORATION

May 2023

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Why are we here?

- We are redefining and realigning our workflows across the entire customer journey to deliver exceptional customer experiences
- We want to align our sales force with a high-level perspective of our portfolio to ensure we are targeting the correct demands with the right solution to solve their business difficulties.
- We are adding unified communications to the market for net new customers with advanced features that deliver business/employee collaboration and productivity benefits
- In the next 120 minutes, we'll walk you through the why, what and how to sell our portfolio

We are here!

Your enablement journey

+ 45 days

Sales enablement Session

Impact assessment

Today's Agenda

Why Sell Collaboration

1

What to Sell

2

Who to sell it to

3

How to Sell Business Voice

4

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WHY SELL COLLABORATION

Business Voice And Collaboration Solutions

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The Evolution of Unified Communication

Three Main Voice Solutions Deployed In Businesses Today

Traditional Phone Systems

- Phone closet with onsite equipment
- Limited features; additional equipment (and costs) required to add features
- Expensive upfront capital to scale as you expand
- Ongoing costs to upgrade and maintain

**TDM/PRI
On-Premise
PBX**

Voice Over IP (VoIP)

- Phone service connected to internet
- More features but still mostly just voice communication
- Lower upfront costs and lower TCO
- Quality of service issues and lacking customer support are common problems

**IP-PBX
SIP Trunks
(Voice Works)**

Unified Communications as a Service

- Minimal onsite equipment. Lower upfront costs and lower TCO
- Seamless integration of computer + mobile + desk phone for unified experience
- Platform that connects & integrates business communications such as instant messaging, meeting, chat... collaboration! with the regular calling features
- Designed, implemented and supported by the provider with no additional costs

UCaaS
(MS Teams
Direct Routing)

What are the benefits of Voice over IP?

Cost Reductions

Easy To Deploy And Scale

Advanced Calling Features

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Time For An Important Question

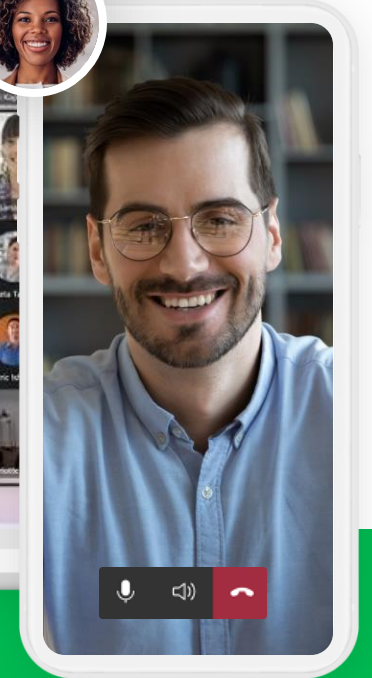# But aren't the voice communications already outdated?

Why Do You Think It Makes Sense To Sell A Voice Solution?

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For all the progress we've made with fancy, new collaboration tools...
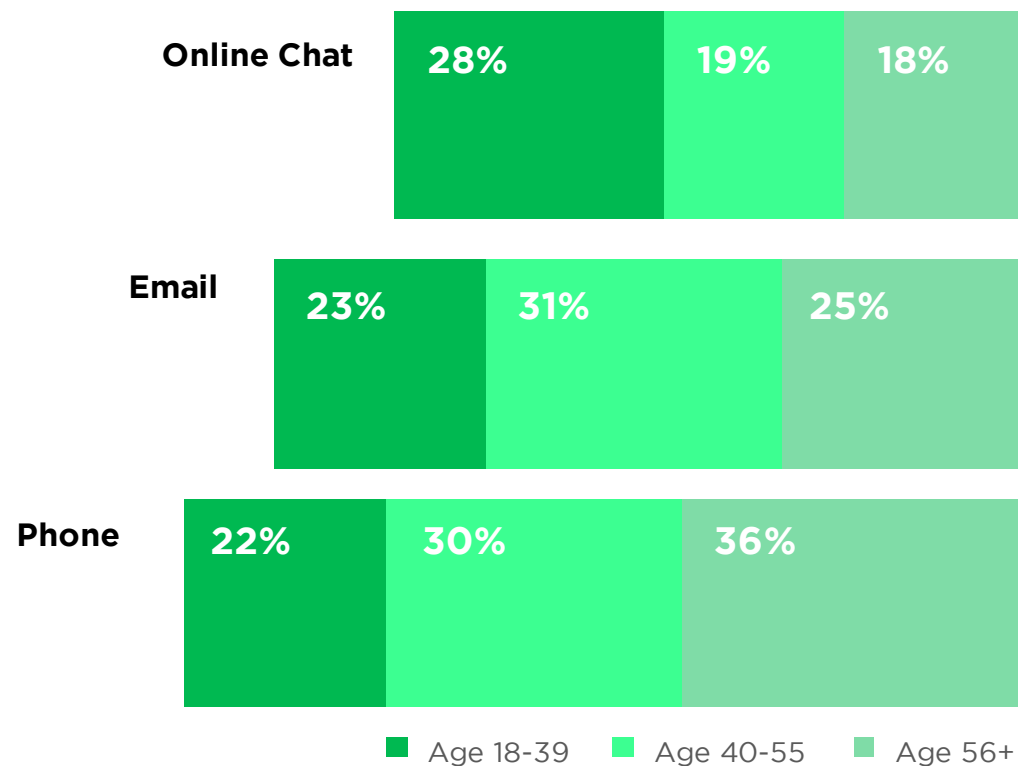
Nothing beats a simple phone call

The business phone is far from dead

Preferred business communications method after purchase

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.

Online Chat

28%	19%	18%

Email

23%	31%	25%

Phone

22%	30%	36%

■ Age 18-39 ■ Age 40-55 ■ Age 56+

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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

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

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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.

Number of WhatsApp scams has surged by more than 2000% in a year - Lloyds Banking Group plc

The case for a Unified platform

Professional Image

Professional tools let customers and vendors know you mean business

Greater Reach

Your sales reps and support staff are always within reach, anywhere, anytime

Increased Reliability

An end-to-end solution creates a better experience for customers and staff

Reduced Expenses

Consolidating service functions leads to operational simplicity & savings

Enhanced Productivity

No swivel chairing between tools to get your message across

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Why buy it as a managed Service?
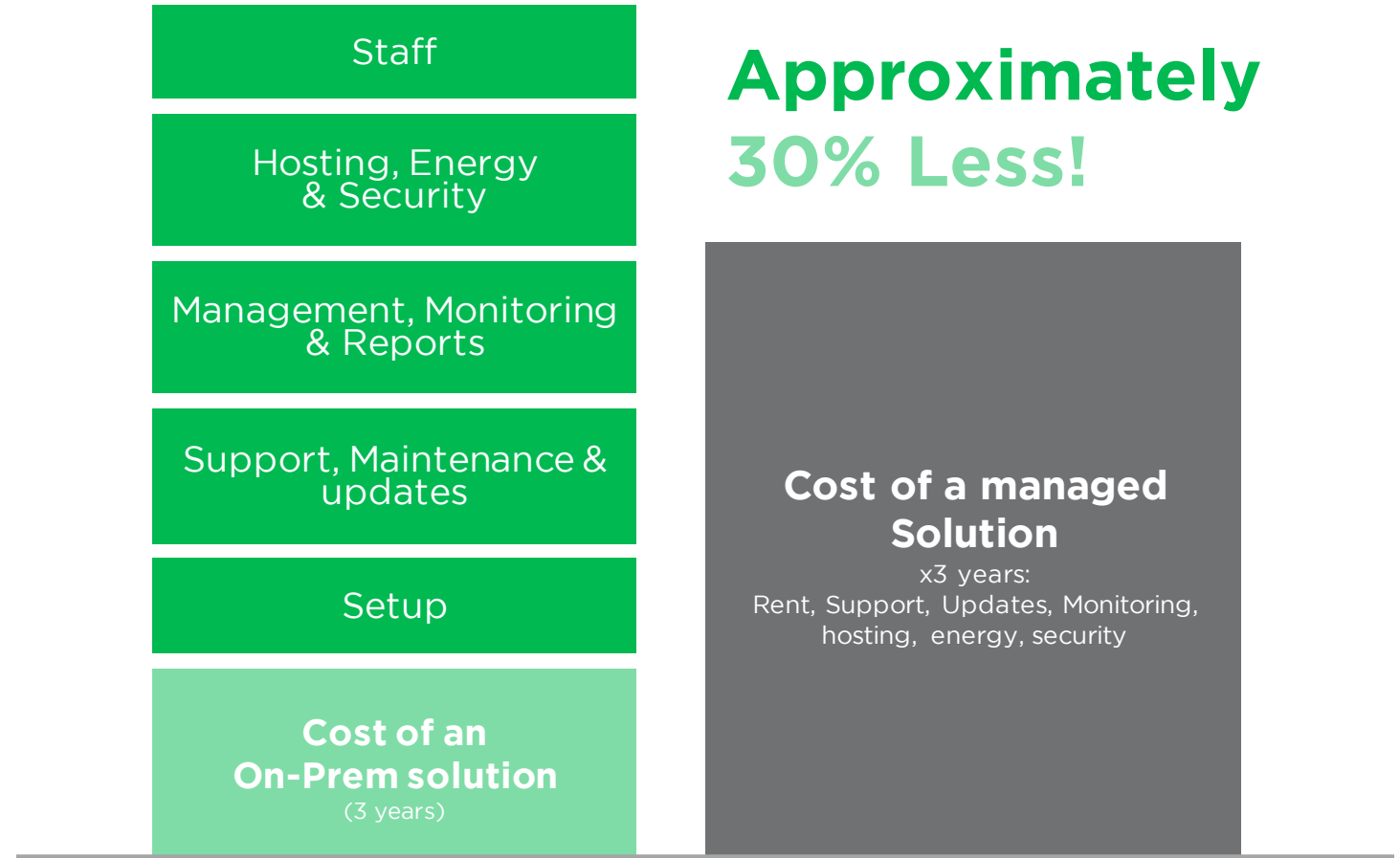
At first glance On-prem alternatives seem cheaper:

Cost of a managed Solution
x 3 years:
Rent, Support, Updates, Monitoring, hosting, energy, security

Cost of an On-Prem solution
(3 years)

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

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The case for advanced Collaboration solutions

More Options To Communicate

Integrated Experiences

Simplified Management

It may seem counterintuitive but...

In the world of business comms, finding an "easy" solution is often the hardest part.

Clunky experiences, information silos, and a lack of viable all-in-one options can be a real struggle—whatever the age of your current systems.

Why Us?

Our Unique Value Prop

Powering teamwork without compromise

Hosted and fully managed

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

All-inclusive solution with competitive pricing

- 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

WHAT TO SELL

Our Value Proposition

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In a nutshell:
Our Voice and Collaboration Solutions

A fully-managed solution portfolio that will let your costumer make and receive calls, chat and meet with anyone, on any device

Feature-rich

Enterprise-grade IP PBX features. Enables teams to work anywhere--get online and in-sync, on any device

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.

Meet our portfolio

We have solutions to meet the specific communication needs of a customer

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Voice Works

Our voice-centered solution, that will provide VoIP features with different desktop phone options

Ms Teams Direct Routing

Direct Routing allows customers to connect to the PSTN and use Teams to place and receive calls outside of the Teams app.

![Logic business logo]

Connect • Communicate • Collaborate

Work Smarter

- Team collaboration inter/intra company
- Simplifies decision-making processes

Work From Anywhere

- Empowers the mobile warrior
- Provides the means to stay connected while on the go

Connect Your Way

- Enables access & integration to other collaboration & productivity tools
- No need to jump between multiple apps to collaborate

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PSTN

Encrypted Connection
(SSL)

**Logic Fiber
Network**

Call flows are handled centrally,
making management and scalability
easier and more cost-effective.

Router

PoE Switch

SBC
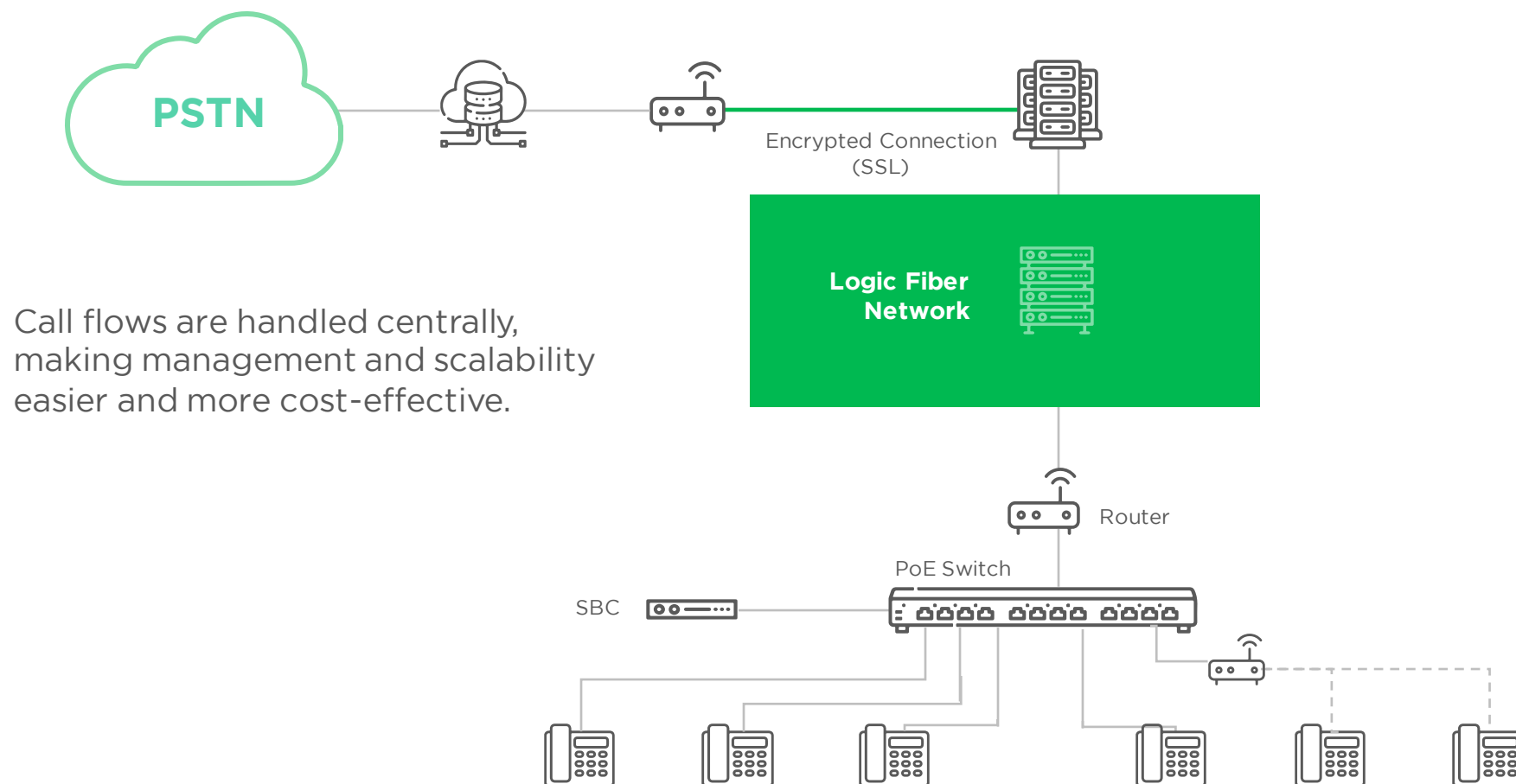
OUR PLANS AND PRICES

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VOICE WORKS

Tailored to fit your needs

PLAN A
- X-Y users
- Starting $XX.XX/mo
- Equipment included

PLAN B
- X-Y users
- Starting $XX.XX/mo
- Equipment included

PLAN C
- X-Y users
- Starting $XX.XX/mo
  Equipment included

PLAN D
- X-Y users
- Starting $XX.XX/mo
  Equipment included

FPO

|	PLAN A	PLAN B	PLAN C	PLAN D
Voice Extensions	W	X	Y	Z
Auto-Attendant / IVR	1	2	3	3+
Conferencing	W participants	X participants	Y participants	Z participants
Call Groups	1	2	3+ & Call Queue	3+ & 3+ Call Queues
Unique features	• .	• . • .	• . • .	• . • . • . • .

Stylish desk phones for a modern work environment

Introducing

MS Teams Phone + Direct Routing

It helps you turn the Teams app you know and love into a powerful phone system, enabling real business communication across multiple channels and devices.

With MS Teams Phone and Direct Routing you can literally call any phone number in the world, from your teams app, and receive calls leveraging the public telephone network.

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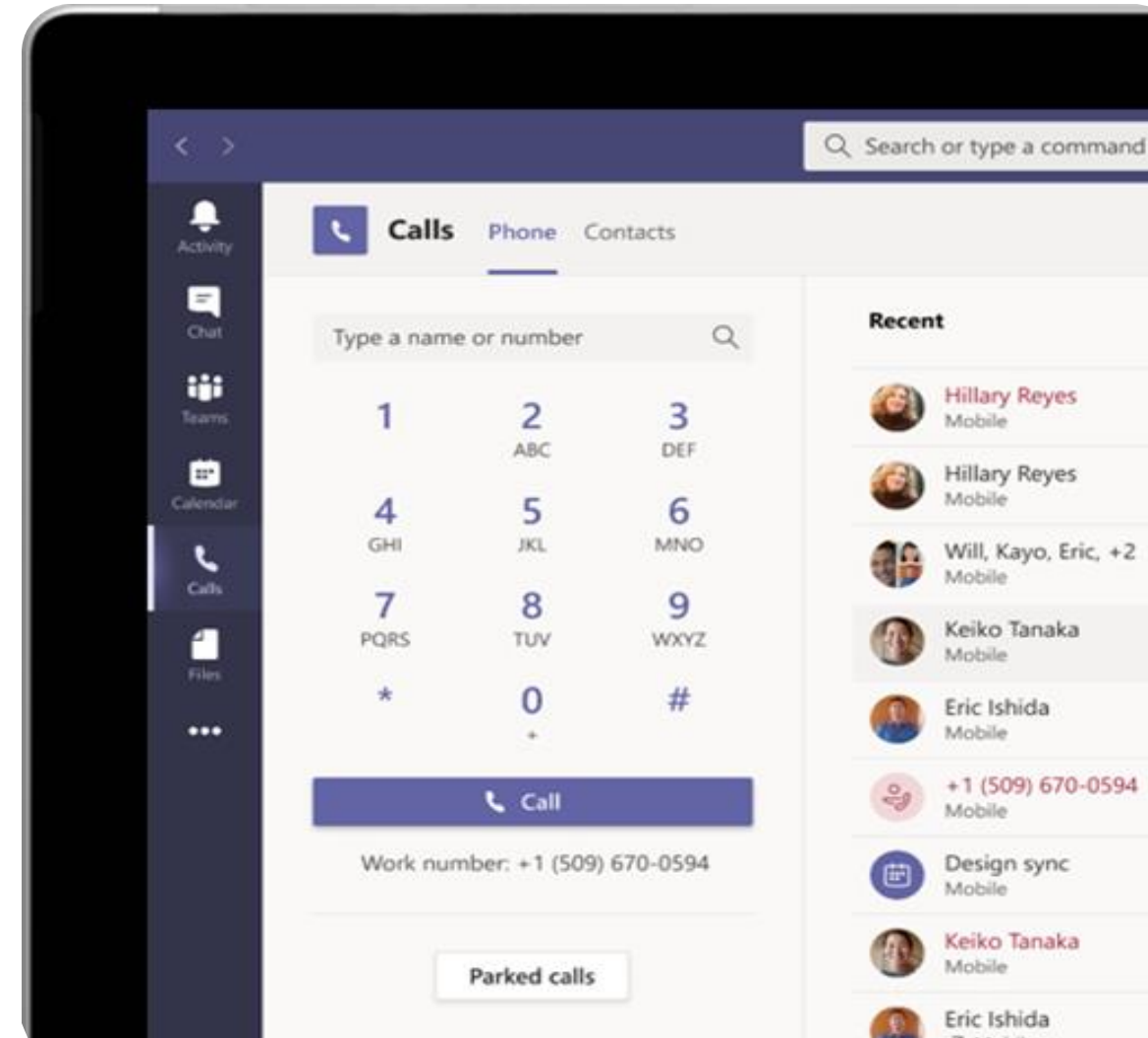
- Direct Routing connects your Teams client with Logic's public switched telephone network.

- Users can now make and receive calls via Teams in the app or with a softphone.

Teams User

Microsoft Teams with Phone System

Internet

PBX

PBX User

SBC

External Caller

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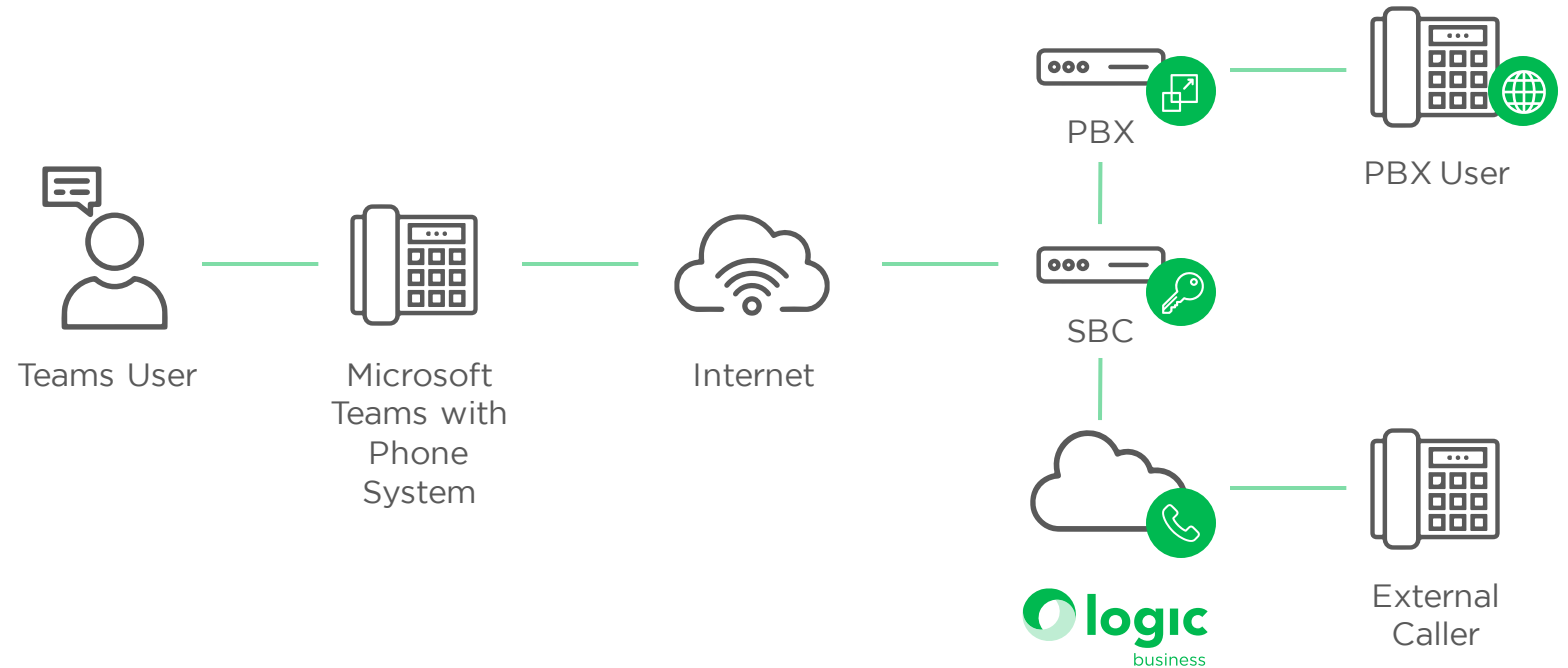
MS Teams Direct Routing

Offering the ultimate seamless experience

- Enjoy the messaging features you love from Teams
- Make and receive calls using the public telephone network
- Connect non-Team users with the rest of your staff instantly
- Quickly search for a phone number and call them from your desktop or mobile
- Transfer calls easily
- Switch devices at any time without dropping the call
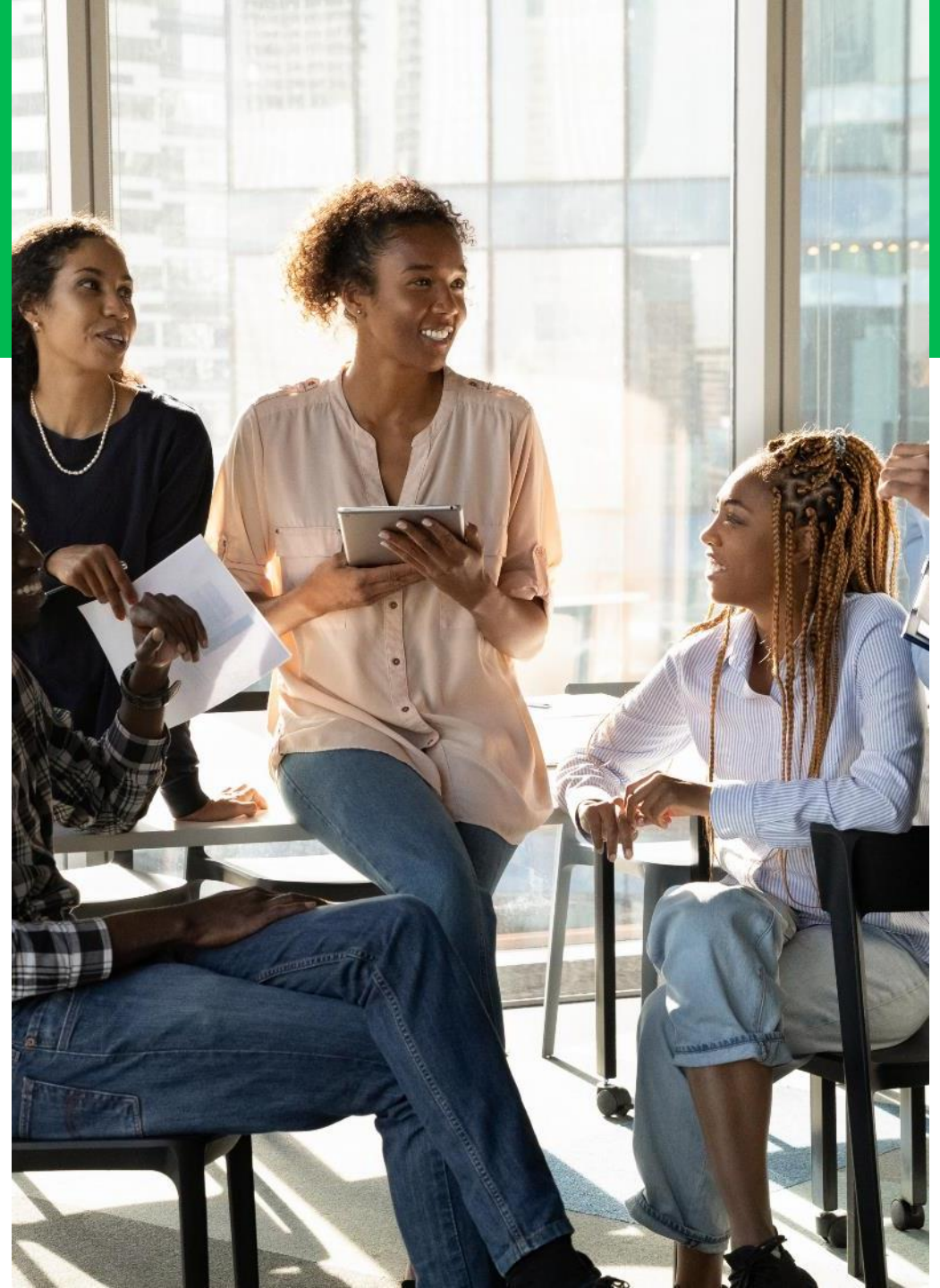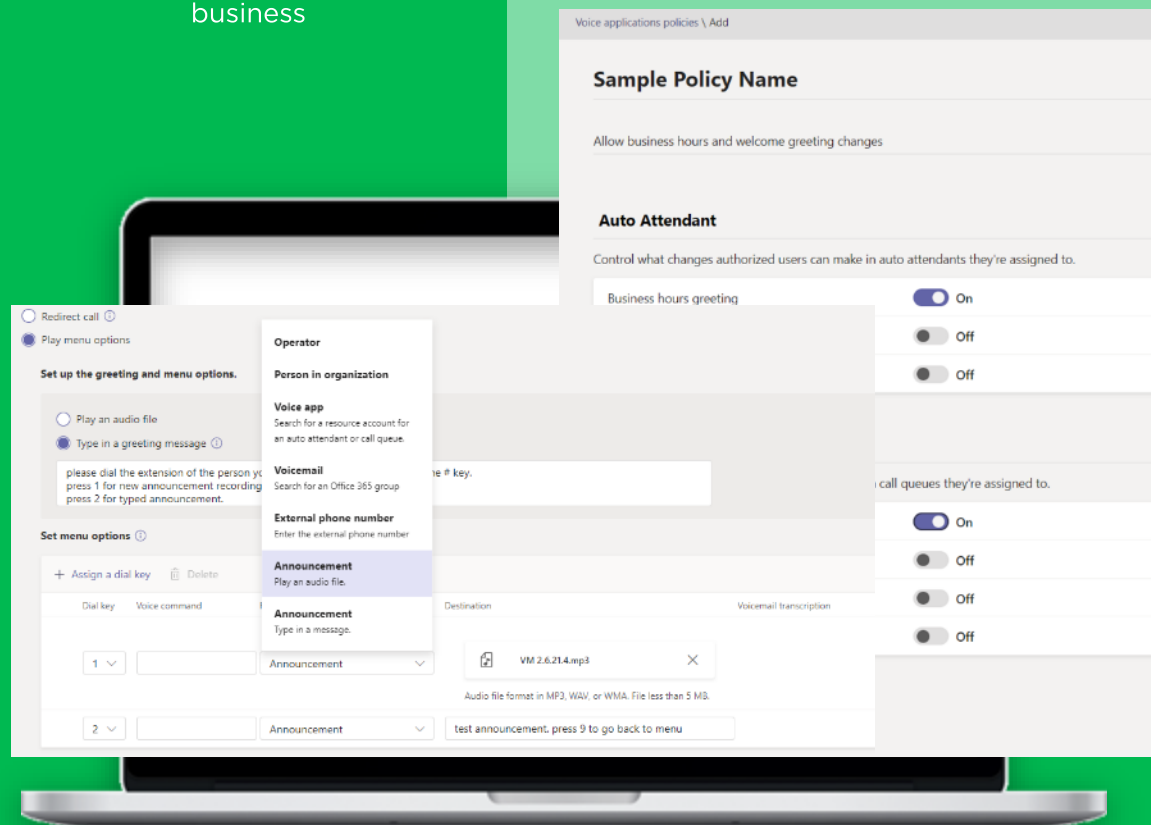
A modern cloud-based, enterprise grade PBX solution

- Caller ID
- Call transfers
- Call park and retrieve
- Intelligent voicemail, with call recording and message transcript options
- Advanced auto attendants with multi-level menu system
- Call queues and call groups for advanced call handling
- Call forwarding and simultaneous ring options

OUR PLANS AND PRICES

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Our service offer (with per user pricing)

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**Microsoft 365
$22**

➕

**Teams Phone
Standard License $8**

➕

**Logic's Plan
Starting at
$25**

- Customer currently has implemented Microsoft 365
- MFST License managed by Logic or by the customer

Includes:
- Cloud-based phone system
- License per user

Includes:
- Fully Managed MFST Teams calling platform
- SIP and DID per user
  [Phone Service & 340 Number]
- Unlimited Local calling (including US & PR)

Add-ons

- Standard Desktop phone - $12 a month
- Executive Desktop Phone - $16 a month
- Microsoft Teams Room Pro license - $40 a month
- Teams Rooms Audio I Video (Custom)
- $ per minute long distance included
- * International calling not included

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ARE YOU SURE YOU GOT IT?

Are you sure you understand our portfolio?

What's Voice Works?

What's Unified Communications?

What's MS Teams Direct Routing?

WHO TO SELL

Target Customers

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Know your customer

What Are Their Voice Needs?

We are a provider that can fit all type of voice needs, regardless the scale and features.

Are They Already Using MS Teams?

We can enhance your exiting collaboration tool by enabling it to become a phone, that you can take anywhere

Targeting Criteria

It's true that all businesses need a communication or collaboration solution. However, it's also true that you need to offer the right solution to the right customer.

Your challenge is to narrow down the options and present the most suitable solution. For that purpose, you will need to consider 2 criteria:

1 **The nature of the business**

and the industry, might offer a particular hint on how they prefer to have their interactions.

Travel industry is more likely to go with voice and are unlikely to need screen sharing and video conferences.

2 **The business context**

or a particular situation that is happening might drive a different approach for their collaboration strategy.

However, if they are going through an expansion, they will need to accelerate decision-making process and the advanced collaboration with MS Teams routing could be a game changer

Don't guess, just ask the right questions

Try to learn more about their challenges and through implications, lead them to determine and say what they need!

1 Out of all the customer-facing communications in their company, how many of those are conducted over the phone

2 How are they handling these types of interactions today? How are they doing with the remote employees?

3 Where do their current collaboration apps and platforms fall short?

4 How much does miscommunication impact their business?

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Customer Stakeholders

Technology / I.T.

Execs / Operations

Sales / H.R. / Marketing

Technology / IT

Pain points

- Needs to support office expansion and onboarding new hires
- Struggling with disparate systems
- Fast deployment is a must
- Consolidating communications systems across multiple locations
- Complex integrations; needs white-glove deployment / service
- Too many systems currently being managed
- Too many vendors to manage

Questions to ask

- What methods do your employees use to communicate and interact with customers, suppliers, or partners?
- Are employees working remotely, either from home or out of the office to sell or serve customers?
- What tools are you currently using to communicate / collaborate?
- What happens when your comm systems fail? And how often does this happen?

Know your stakeholder
Execs / Operations

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Pain points	Questions to ask
• Technology needs to support rapid growth • Transition to more digital business • Communications system is last thing on their mind • Revenue generation/ news sources of revenue • Needs mobility- geography/ time constraints don't factor in • Optimize bottom line across company • Concentrate ROI analysis • Solution must be global • Hard to navigate and gain approval with procurement involvement	• What methods do your employees use to communicate and interact with customers, suppliers, or partners? • Are employees working remotely, either from home or out of the office to sell or serve customers? • What tools are you currently using to communicate / collaborate? • What happens when your comm systems fail? And how often does this happen?

Know your stakeholder

Sales / HR / Marketing

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Pain points

- Prove ROI
- Growth of business
- Productivity- focused
- Effective engage customer & workforce anywhere
- Easy to deploy
- Run the department/ business easily
- Achieving each dept business objectives
- Tool integrations
- Security and compliance are big concerns
- Each department has own systems/ vendors

Questions to ask

- What tools are you currently using to communicate / collaborate?
- Do they frequently "get in the way" of your ability to communicate internally / with customers?
- Do "silos" between employee roles or software solutions make for extra work and poor experiences?
- What happens when your comm systems fail? And how often does this happen?

SAMPLE USE CASES

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Preference: Voice
They might be MS Teams users*

Challenges
- Reduce communication complexities
- Enhance citizen's journey
- Tie collaboration services directly to business processes.

Key features
- VM transcription and programmable ring trees, allow never missing a call
- Click-to-chat and click-to-call capabilities improves access and response times
- Team messaging*

Typical solution Results
- Reduced operational costs
- Improved service: Enhances service through reduction in abandoned calls and back-office automation.
- Simplified management: communications solutions that are easy to adopt, integrate, manage and use

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Preference: Voice
They might be MS Teams users*

Challenges
- Create new customer experiences
- Enhance support

Key features
- VM to email integration, mobile twinning and programmable ring trees, allow for efficient remote work by associates
- Chat, presence, document sharing, and voice options will allow more effective teaming and faster problem solving

Typical solution Results
- Creating a consistent collaboration experience—including the delivery of expert resources and innovative services within the branch and online
- Enhancing the customer experience at every point by personalizing and differentiating the mobile experience
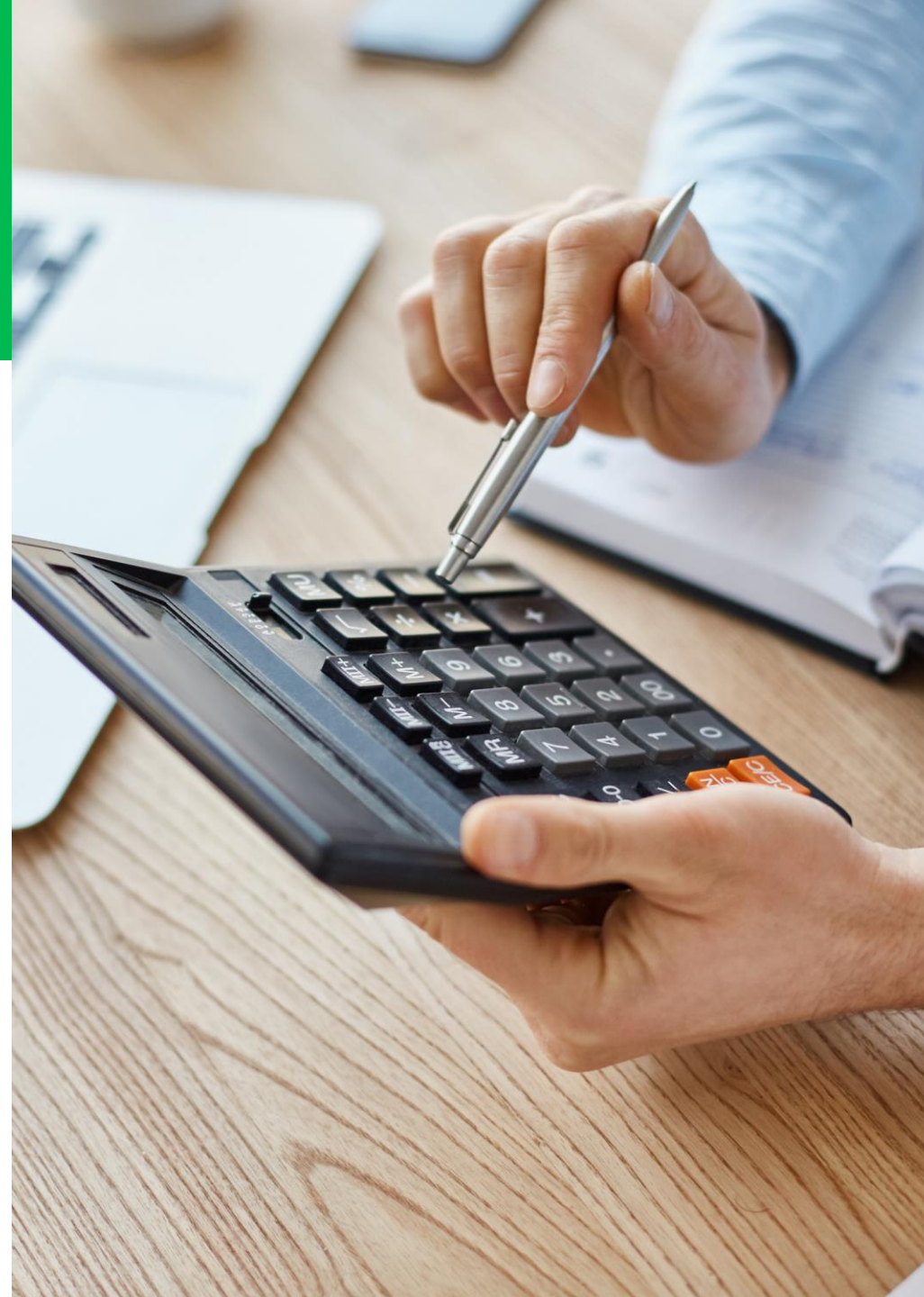
Preference: Voice
They might be MS Teams users*

Challenges
- Streamline communications to improve patient care while addressing privacy

Key features
- Team messaging
- VM to email integration, mobile twinning and programmable ring trees, allow never missing an important patient call
- Click-to-chat and click-to-call capabilities to patient portals improves access and response times

Typical solution Results
- Mitigate risks and protect against attacks
- Streamline workflows and automate repetitive tasks to reduce delays, accelerate access to information and optimize use of valuable human resources.
- Keep on-site nurses, dispersed physicians and non-clinical staff connected with each other and with patients.

Use Cases
Professional Services

Preference: Voice
They might be MS Teams users*

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

Key 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

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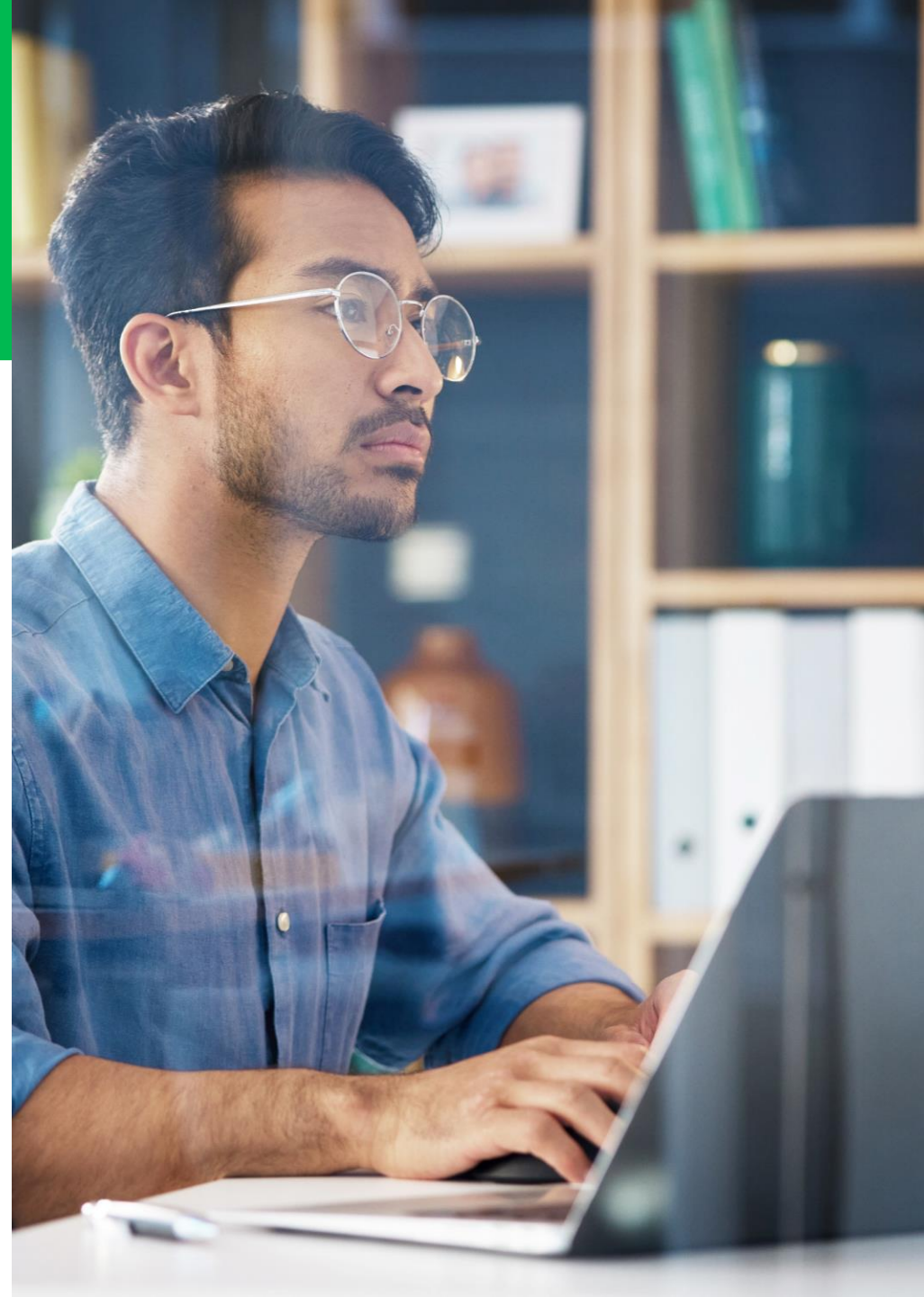
Preference: Voice
Unlikely to be MS Teams users*

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

Key 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!

Use Cases
Retail

Preference: Voice
Unlikely to be MS Teams users*

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

Key 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.

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IT'S TIME TO HEAR IT FROM YOU

Did you have a different experience in the field?
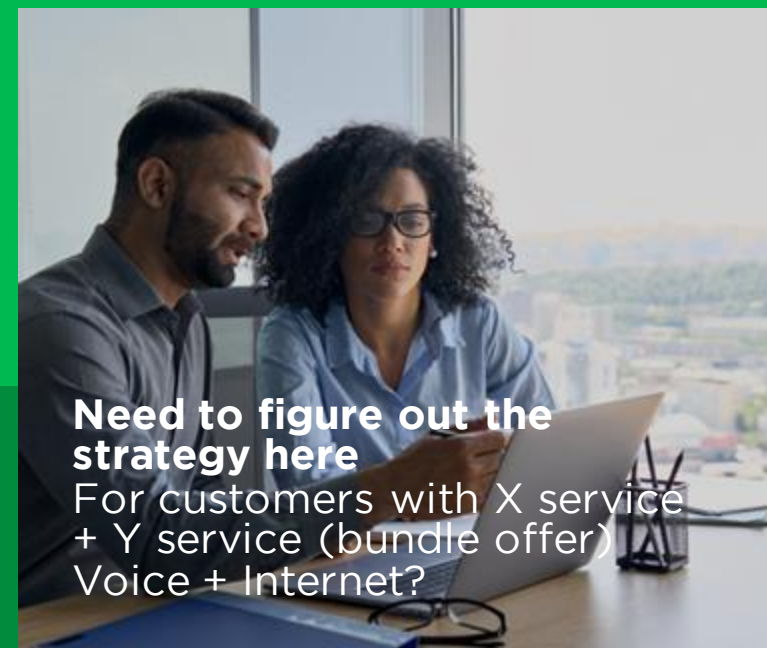
How Would You Characterize These Industries?

HOW TO SELL BUSINESS VOICE

Sales Plays

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We are going to push for 3 sales plays

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Leading with business voice
For customers with analog copper lines or on-prem PBX

Leading with Teams
For customers with MS Teams, to provide PSTN access

Need to figure out the strategy here
For customers with X service + Y service (bundle offer) Voice + Internet?

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01 Never miss an important call

02 Empower your team to do more on their own

03 Zero-Touch implementation for high-speed provisioning

SALES PLAY #1

Leading with Business Voice

Focus on 3 benefits

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 Convenience Store. They already have a basic on-prem PBX. How would you pitch the new solution to them? (remember to tailor your pitch)

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SALES PLAY #2

Leading with MS Teams Direct Routing

Structure your pitch this way

01 You are already using MS Teams

02 We are turning your collaboration platform into a powerful phone system

03 We'll be covering all the steps of the process and integrate it with desktop phones

04 You will be able to make voice calls across multiple channels and devices through MS Teams application

Finally, let's do a final practice run

Our scenario

You call an Engineering and Construction firm. They have 2 offices, 20 employees and use MS Teams to collaborate internally but they have analog lines with another operator. How would you pitch the new solution to them?

(remember to tailor your pitch)

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Creating an Elevator Pitch

An Elevator Pitch is a concise statement of your value proposition, meant to be shared orally and informally as a primary interaction with the customer. An "elevator pitch" is a 60 - 90 seconds conversation that you could presumably give during an elevator ride. It's not a sales pitch but a way to turn a casual conversation into a sales opportunity. The main objectives are:

01   Open the door to a further conversation.

02   Get an invitation to present or demonstrate the solution to relevant stakeholders.

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The components
of an Elevator Pitch

It's not a magic recipe, but the
basic parts of an elevator pitch are:

Customer Challenge

The Solution that solves it

Detail

Benefits

Next Steps

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Customer Challenge

Current Viya customer with an outdated PBX solution and 100 lines under contract and MS Teams deployment.
Remote team operations.

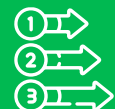**The Solution that solves it**

Viya MS Teams Direct Routing.

Detail

It is the ultimate enhancement for your current collaboration solution, that allows you to simply add their actual telephone number to the tool the use all days.

Benefits

It's hired as a service, so it requires no further steps for design, implementation and integration.

Next Steps

Schedule a meeting to present the detailed benefits of the solution.

Elevator Pitch

"I was going through your records and I noticed you have 100 lines under contract with us. Seems like you handle a big call volume. And I'm guessing its particularly challenging these days, with most of your team working remotely. Being able to re-route calls to wherever your team is at can be tricky, right?

That's why I wanted to talk to you, because we have a solution that can help your team get together more easily. With our new MS Teams Direct Routing offer they can actually use their phone lines within the MS Teams applications, just like that.

It's also fully managed and we're here to help in every step of the way, and you can pay for it on a by user by month model. I'd love to chat with you to show you the user experience and walk you through our quick deployment process. What day works best for you?"

Don't guess, just ask the right questions

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| Customer pushback	Recommended response
01 **My current communication tools are working fine...**	[Explore the costs of downtime. Address mobility challenges and reach. Highlight the need for Omnichannel platform] • Logic offers industry competitive SLAs • Enterprise-grade collaboration platform. Mobile-first & cloud-ready • On a simple contract in which you only pay for what you need
02 **I don't feel comfortable with having my customer user data run through and stored in the cloud...**	• All communications are encrypted • We follow industry best practices
03 **Why should I invest in this when there are other more economic brands out there?**	• Logic has industry competitive SLAs; When combined with Ethernet we guarantee XX.XX% circuit availability and a MTTR of XX hours • We have a dedicated, local support team on hand at all times; if you have an issue, you can call a dedicated customer service associate
04 **XYZ offer the exact same thing. Why you?**	• We own and operate the network. • We offer a true end-to-end solution

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AND ONE LAST QUESTION

Why should a customer choose our solutions?

Why We Are Different Form The Competition?
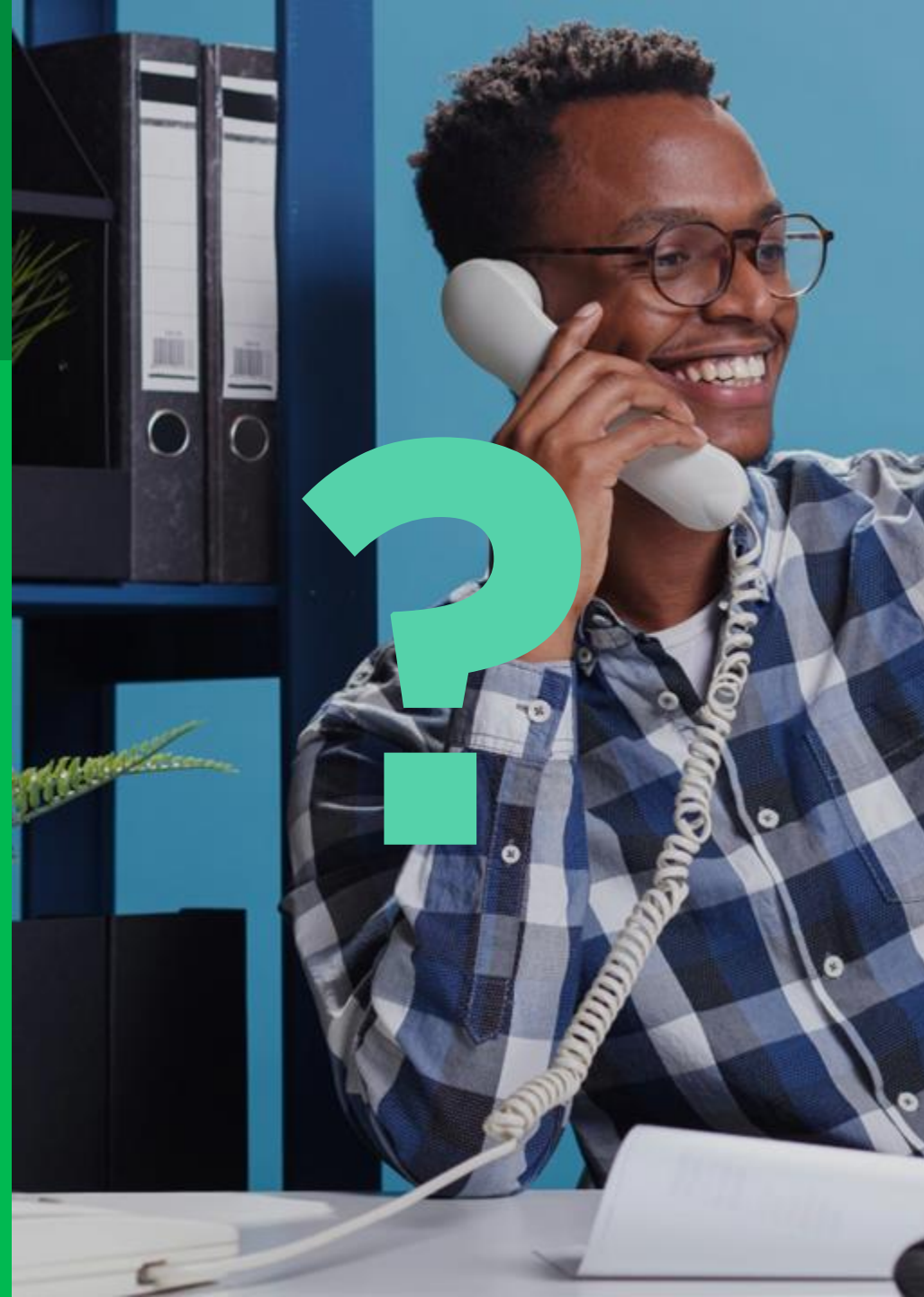
Our combined value proposition

All-inclusive
A true end-to-end solution, fully managed

Affordable
Our cloud-based subscription model offers simple and competitive pricing

Scalable
Your communication tools grow as your business does

Reliable
Built and delivered over our regional network — your communications work when you need them

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Here's our Sales kit
BEFORE WE GO...

We are committed to making your work easier

Solution Overview   Download

Sales Pitch Deck   Download

Sales Sheet   Download

Data Sheets   Download

Questions or Comments?

LOGIC VOICE SOLUTIONS

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