Business Voice and Collaboration

March 2023

Viya | **Business Solutions**
Complexity Simplified

Why are we here?

- We are redefining and realigning our workflows across the entire customer journey to deliver exceptional customer experiences
- We are protecting our customer base with an aggressive upgrade program to move them from their traditional GTT analog voice solution to a unified communications Business Voice solution.
- We are bringing 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 this new offer

We are here!

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Your enablement journey
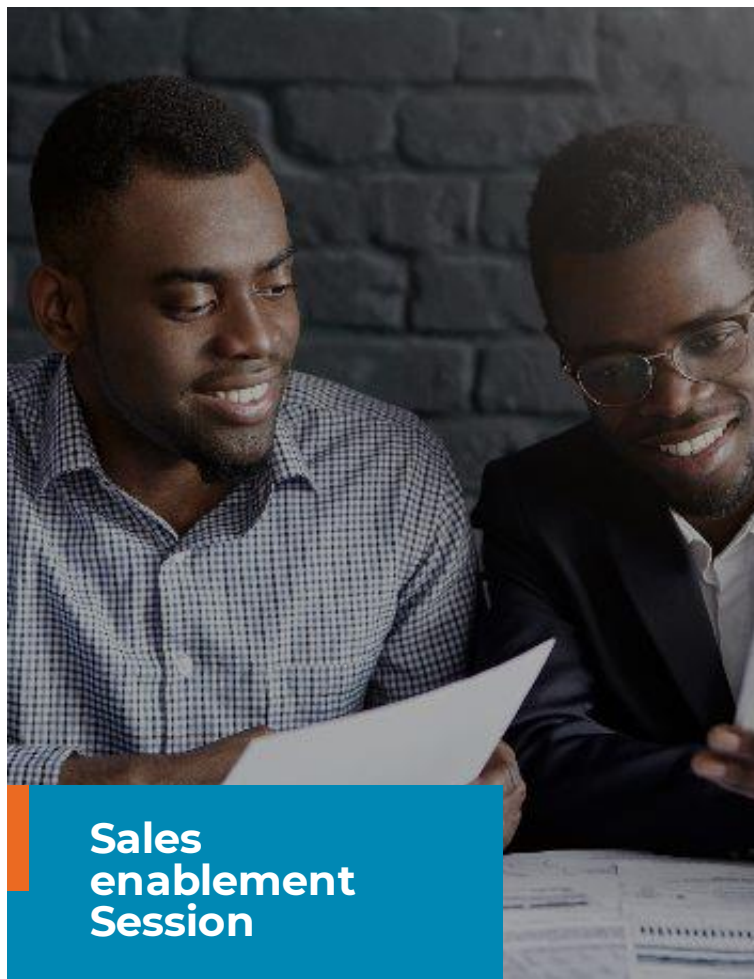
Sales enablement Session

+ 45 days

Impact assessment

Today's Agenda
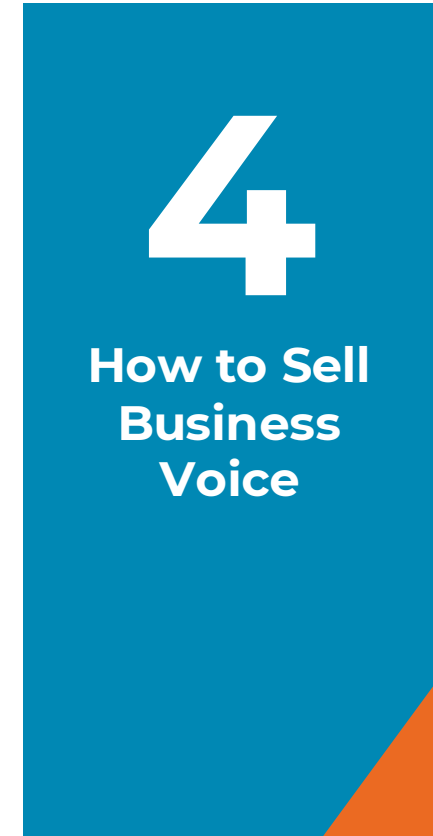
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Why Sell Collaboration

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What to Sell

Who to sell it to

3

4

How to Sell Business Voice

Why Sell Collaboration

BUSINESS VOICE AND COLLABORATION

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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

Unified Communications as a Service

- Minimal onsite equipment. Lower upfront costs and lower TCO
- Seamless integration of desk phone + mobile + computer for unified experience
- Platform that connects & integrates business communications such as unified messaging, chat...
- Hosted and managed by provider, including support. No system upgrade costs.

UCaaS
We are selling this!

What Business Problems do Collaboration Solutions Solve?

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OMNICHANNEL COMMUNICATION

GROUP DECISION-MAKING

DISTRIBUTED WORK

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TIME FOR AN IMPORTANT QUESTION

But aren't there MANY collaboration tools available already?

WHY DO YOU THINK IT MAKES SENSE TO SELL COLLABORATION?

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Why not
just do
WhatsApp
or Zoom?

The case for a Unified platform

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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

INCREASED PRODUCTIVITY
No swivel chairing between tools to get your message across

Why buy it as a managed Service?

At first glance On-prem alternatives seem cheaper:
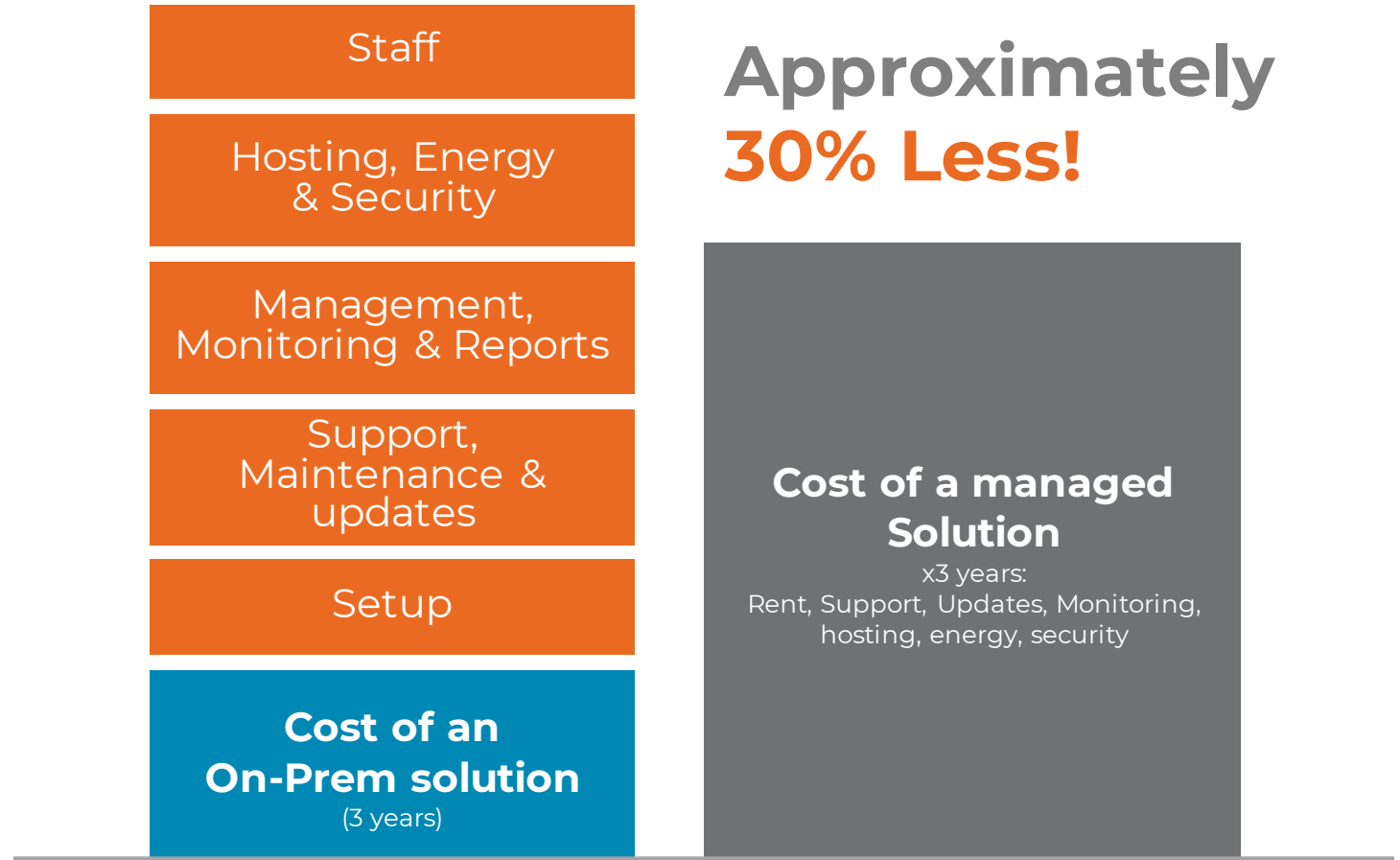
Cost of a managed Solution
x 3 years:
Rent, Support, Updates, Monitoring, hosting, energy, security

Cost of an On-Prem solution
(3 years)

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

Why us?

OUR UNIQUE VALUE PROP

Powering teamwork without compromise

Hosted and fully managed

- Hosted by GTT
- 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

With 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

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What Is Business Voice and Collaboration?

A fully-managed, cloud-hosted, unified communications solution (UCaaS). Let's you 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.

Business Benefits

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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

Feature Overview

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Telephony

- Unlimited Users and Extensions
- Integrated with SIP trunks
- Auto Configuration of Phones
- Phone Configuration and firmware's tested by GTT & 3CX
- Updates and Upgrades can be deployed automatically with GTT managed service
- Web\Windows\Mac Communications App
- PBX & Advanced Customer Service
  - ✓ Call Queues/IVR
  - ✓ Advanced Call Reporting
  - ✓ Integration with leading CRM Apps

Call Center Features

- Call Center reporting - Activity, team queue, SLA
- Multiple Queue Strategies and real-time statistics
- Barge In, listen-in, and whisper to agent's call's
- Voicemail transcription to Text

Voicemail	Call Queues
IVR/Auto-attendants	Presence Information
Call Holds	Desktop & Web Client
Call Logs	Conference Calls
Call Back	Video Conferencing
Instant Messaging	File Sharing
Call Monitoring	Desktop Sharing
Call Recording	Interactive Whiteboards
Call Groups	Mobile App

It is important that you know all capabilities and when you start your selling process you can pick the more relevant to tailor your pitch to your customer specific needs

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Are you sure you understand our features?

WHAT'S PRESENCE INFORMATION?

WHAT'S EXTENSION MOBILITY?

WHAT'S AN AUTO-ATTENDANT? IS IT DIFFERENT FROM AN IVR?

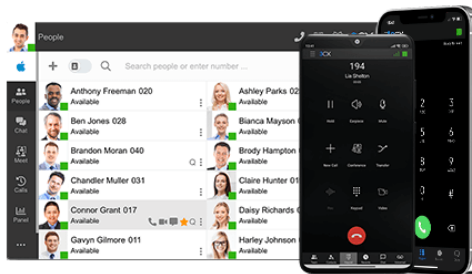WHAT'S A CALL GROUP? AND HOW DOES IT WORK?

Feature Overview

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Chat

- Use your extension from Anywhere
- VoIP calls with your smartphone
- Save Battery Life with Push Notification
- Integrated Features such as status, web conferencing and instant messaging
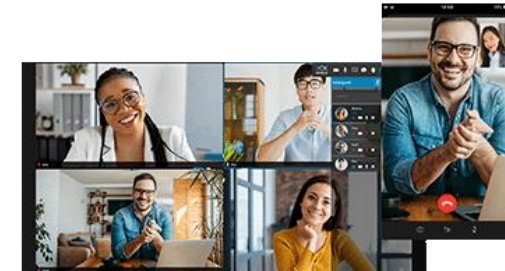

Mobile Apps

- Use your extension from Anywhere
- VoIP calls with your smartphone
- Save Battery Life with Push Notification
- Integrated Features such as status, web conferencing and instant messaging

Web Meeting

- Free for up to 250 participants
- Initiate a conference with a single click
- Dial into meetings by phone
- Integrated features such as status, web conferencing, and instant messaging

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Our Plan

	SMB
Recommended for	3 to 10 lines (10-30 users)
PBX Plataform	Shared
Contract term	3 years
Features	Support wired/Wireless IP Phones Call Parking Busy Lamp Field Voicemail Up to 2 Std. Auto Attendant / IVR Up to 3 Call Groups Call Wilting / Call Hold – Confirmed Call Forwarding – Confirmed CallerID CallerID Block (Anonymous call) - at SIP level

Phones and Devices provided to customer

Raspberry Pi SBC

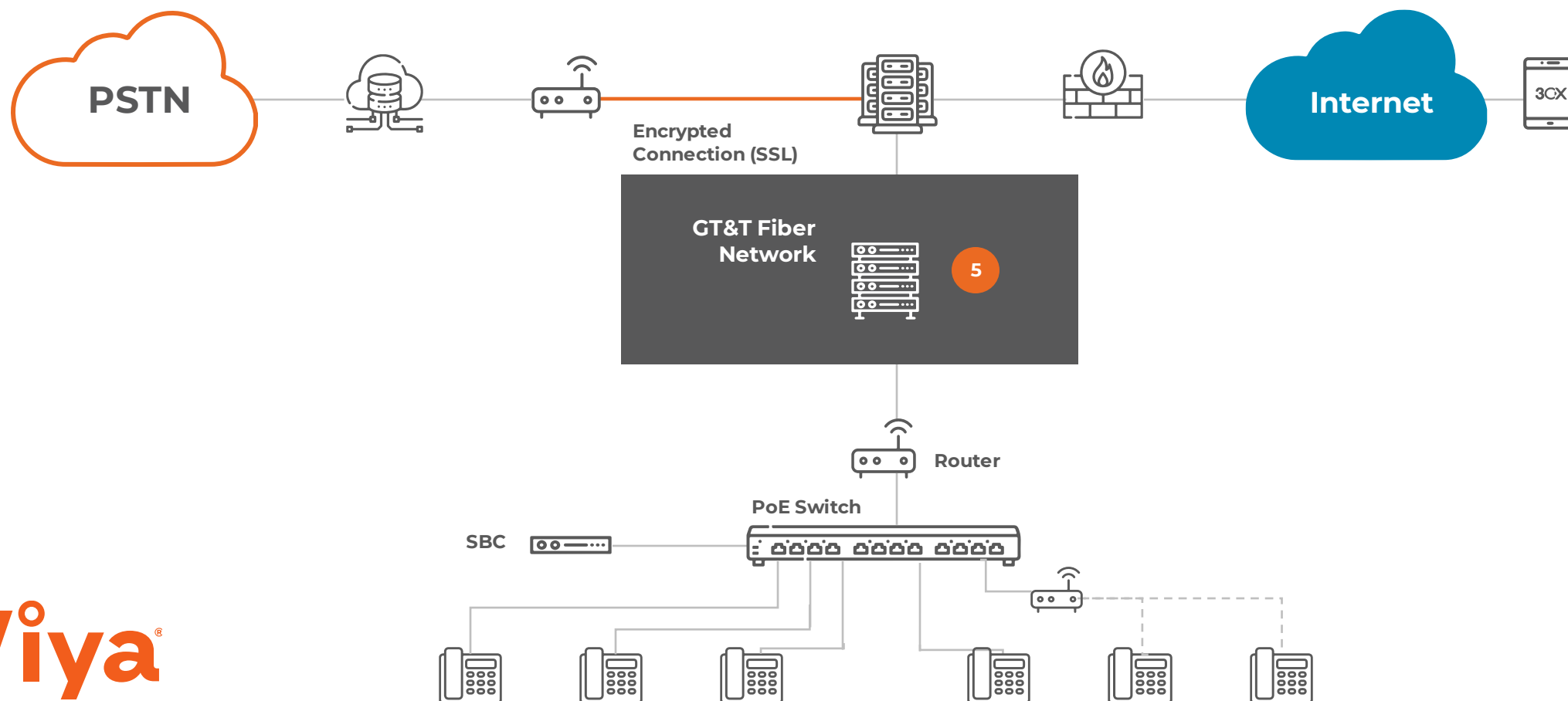**T43U Corded Wifi**

SIP-T54W

SIP-T57W

4 Port Switch

PoE Injector

16 Port Switch

Wifi 6 Access Point Pro

How it works

PSTN

Encrypted
Connection (SSL)

GT&T Fiber
Network

5

Internet

3CX

Router

PoE Switch

SBC

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TIME FOR ANOTHER IMPORTANT QUESTION

What would it be different in the case of an on-prem solution?

WE NEED SOMEONE TO HELP US CREATE THE 'ON-PREM VERSION OF THE SAME DIEGRAM

Who to Sell Business Voice to

TARGET CUSTOMERS

Target Businesses

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Restaurants & Bars

Field service companies

Beauty and Care

Healthcare

Professional Services

Retail

Know your stakeholder
Customer mindset

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Pain points

- Growth of business
- Effective engage customer & workforce anywhere
- Productivity- focused
- Needs mobility- geography/ time constraints don't factor in
- Optimize bottom line across business
- Wants to focus on strategic initiatives
- Communications system is last thing on their mind

Questions to ask

- What methods do your staff use to communicate and interact with customers, suppliers, or partners?
- Are employees out of the office to sell or serve customers?
- Have you ever got comments from your customers about troubles to reach out?
- What happens when your comm systems fail? And how often does this happen?

Sample
Use Cases

Business Use Cases

PROFESSIONAL SERVICES

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

Features
- VM to email integration, mobile twinning and programmable ring trees
- Click-to-chat and click-to-call capabilities improves access and response times

Typical solution Results
- Improved service: Enhances service through reduction in abandoned calls and back-office automation.
- Chat, presence, document sharing, and voice options will allow more effective teaming and faster problem solving

Business Use Cases

FIELD SERVICE COMPANIES

Challenges
- Streamline communications to easily connect with suppliers and customers to provide quick solutions
- Omnichannel support

Features
- VM to email integration, mobile twinning and programmable ring trees, allow for efficient work
- Conference calls for more effective teaming and faster problem solving
- Call logs and recordings to monitor contractors' performance

Typical solution Results
- Increase velocity in responding to customers and suppliers
- Enhancing the customer experience at every point by personalizing and differentiating the mobile experience

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How to Sell Business Voice

SALES PLAYS

Where to start?

Our company has identified various customer segments and we want to focus on Small Businesses.

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SMBs
Current customers with 3-10 Lines

Target Universe
- 843 total customers

Our modeled behavior

- 90% won't have a PBX (759 customers). We'll target them directly with our new Business Voice offer. Price-point sensitivity may mean that only about 60% will take our offer – will need to highlight the bundled savings and access to network equipment
- 10% will have their own PBX (84 customers). They will want to keep their existing PBX (Our fallback offer: SIP trunk handoff)

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

BUILDING AN ELEVATOR PITCH
Our Example!

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	Customer Challenge	New GTT customer without a PBX solution and 10 collaborators using WhatsApp only. Remote team operations
	The Solution that solves it	GTT Business Voice Solution
	Detail	It is a complete collaboration solution, that you can customize as you like. It offers telephony, instant messaging and video.
	Benefits	It's hired as a managed service, so it requires no capital investment.
	Next Steps	Schedule a meeting to present the detailed benefits of the solution.

Elevator Pitch

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> It seems like your business is growing and handling more sales volume. I'm guessing its particularly challenging these days, with most of your team working remotely using their personal phone. 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 business have a more professional image, while making your team get together more easily. With our new Business Voice offer they can call each other, text and meet with anyone remotely, just like that.
>
> It's also cloud-based and fully managed, so it's super easy to install 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?

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Now it's your turn to create an Elevator Pitch for Business Voice

Our scenario
A landscape business with 10 field agents and several contractors, that needs to connect: send pictures of the job, make decisions on real time and make the clients happy

Step 1

Complete this table
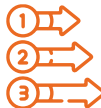
Customer Challenge

The Solution that solves it

Detail

Benefits

Next Steps

Step 2

Summarize your arguments in less than 500 characters

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Customer push back and recommended responses

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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] • GTT 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 all 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?	• GTT 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 Business Voice instead of Teams?

WHY WOULD THEY PICK OUR SOLUTION? AND DO YOU KNOW WE'LL SOON BE SELLING TEAMS DIRECT DIAL?

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

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

We are committed to making your work easier

Solution Overview	DOWNLOAD
Sales Pitch Deck	DOWNLOAD
Cheat Sheet	DOWNLOAD
Demo Video	WATCH
Solution Video	DOWNLOAD
Product Comparison	DOWNLOAD
Proposal Template	DOWNLOAD
Pricing & Ordering	DOWNLOAD

Questions or comments?

SALES PLAYS