



The Power of We™

## Collaborate and Grow

with a simple, powerful Avaya collaboration solution for the midmarket



# Telemarketing Script/Guide

On October 15, 2013, Avaya publicly announced its launch into the midmarket, leveraging the advantages and benefits of IP Office 9.0 to win in this market segment. Avaya IP Office software extends Avaya innovation to the midmarket, delivering a seamless collaboration experience across voice, video, and instant messaging. This complete solution provides midsize customers with exceptional value, award-winning quality, a superior user experience, and low total cost of ownership.

This telemarketing script/guide has been developed to enable you to be knowledgeable and fully prepared to communicate the benefits and value of Avaya collaboration solutions with customers and prospects.

## Table of Contents

Collaborate and Grow .....	1
with a simple, powerful Avaya collaboration solution for the midmarket .....	1
How to use this telemarketing guide .....	2
Before the Call: Preparation .....	2
Ready-Set-Call .....	3
Generate interest .....	4
Inform prospects and customers about how the Avaya midmarket solution that includes IP Office 9.0 can meet their needs better than before. ....	4
Potential questions, arguments, rebuttals .....	6
Wrap up .....	7
Close the call .....	7
Follow-up after the call .....	8

## How to use this telemarketing guide

This guide provides an outline for each stage of your sales call:

- Prepare for the call
- Open the call and reach the decision-maker
- Introduce yourself and your company
- Generate interest and excitement
- Inform customer/prospect about the advantages of Avaya IP Office 9 Midmarket Collaboration solution
- Close the call
- Follow up

Each section contains sample questions and potential statements, noted in bold and italics for you to use during each call. These scripted lines are provided as a guide in order for to have relevant and meaningful conversations with customers and prospects. Please familiarize yourself with them so you can deliver the lines as naturally and authentically as possible, using the phrasing that is most comfortable for you.

## Before the Call: Preparation

An important part of each call takes place before the call, when you do your preparatory research. Find out as much as you can about the solution space, target market and customer/prospect you are about to speak with before you place a call. The more work you do ahead of time, the less likely you will be caught off guard during the conversation.

It's also extremely important to understand the technology you're selling. Please review the Avaya midmarket and IP Office 9.0 solution information carefully to ensure that you are completely comfortable before each call. The more familiar you are with the Avaya midmarket solution and its benefits for customers and prospects, the easier it will be to explain why Avaya is the right choice for their business.

### Solutions/Market Preparation

Businesses and contact centers with up to 2,000 users present unique challenges and great opportunities for Avaya.

- Research the midmarket to understand the communications needs and potential sales opportunities it presents. You can find a lot of information and background about the challenges midsize businesses face at [The Midmarket Institute](#) to gain more knowledge of this segment.
- Determine the key differentiators to attract midmarket prospects and focus your conversation on how Avaya IP Office 9.0 can add value.
- Find out what's new with this IP Office 9.0 and tailor your approach specifically for the midmarket. Visit the Avaya Partner portal to get collateral and training materials from the [IP Office Release 9 Sales Toolkit](#).

## Customer Preparation

Focus all of your sales calls on the customer/prospect's needs and how an Avaya midmarket collaboration solution anchored by Avaya IP Office 9.0 can address those needs.

- Find out what kind of business the customer/prospect is in, what kind of products and services they provide, how many locations they have, and the geographical region they serve.
- Understand their business challenges and focus on how Avaya IP Office 9.0 can solve their specific business issues.
- Determine if you serve other customers who have a similar business, or are in the same industry, and plan to include examples during your sales call to heighten your credibility.

## Ready-Set-Call

Each sales call is an opportunity for you to connect with a potential customer to better understand their business challenges, demonstrate how Avaya can help, and begin to develop a relationship. If you can accomplish all of this, you will be on your way to being more successful—and growing a strong base of loyal customers who continue to buy Avaya solutions.

### Open the call; identify and reach the decision maker

If you've done the research and preparation, you may already have the name of the customer or prospect. If so, simply ask to speak to that person when you call.

If you don't have a specific name, try to find out who the key technology, IT and/or phone/communications system decision maker is and ask to be connected to that person. You can say something like this:

***Who typically handles your office communications system? Is he/she available?***

If you find you're having trouble getting past the company "gatekeeper" or identifying the decision-maker, refer to the "Getting Past the Gatekeeper" document for helpful tips.

### Introduce yourself

Once you reach the decision-maker, introduce yourself, your company, and the reason you're calling. It's important to emphasize the benefits you are offering and not give the impression that you're making an aggressive sales pitch. This will help you set the right tone for the rest of the conversation.

***Hello, this is [YOUR NAME] from [YOUR COMPANY NAME]. We specialize in helping businesses like yours use their communications system to do business more effectively and enhance employee productivity.***

***Hello, this is [YOUR NAME] from [YOUR COMPANY NAME]. We help companies like yours manage both employee-owned and company-assigned mobile devices to streamline IT costs, maximize employee productivity, and enhance your customer serviceability.***

Provide an example of a business challenge and corresponding solution that illustrates your familiarity with the midmarket space and the issues that may affect businesses similar to that of the customer/prospect.

## Options:

- 1. For example, we've worked with companies that have sales reps dividing their time between the office and customer visits. We've helped them improve customer service by enabling their employees to receive calls on their office phones and smart phones from the same number. Is that something that could be helpful for your business?*
- 2. For example, some of our customers have opened a new location after we initially implemented their communications system. We were able to scale up the system without replacing it, helping them save money and preserve their original investment. Have you been thinking about expanding to another location?*
- 3. For example, many of our customers tell us that their employees want to use their own smart phones, laptops, and other devices at work. We can make sure those employee-owned devices work with the rest of the system and have the same security features as company-issued devices – allowing employees to use the devices they're most comfortable using while the company maintains a secure infrastructure. Do you think this is something that could benefit your business?*
- 4. We recently worked with another company in your area, [COMPANY NAME], to upgrade their communications system. As a result, they reduced their IT costs by 15%. Would you be interested in getting that kind of result for your business?*

*I'd be happy to send you a link to some customer testimonials and case studies, so you can learn more about how we were able to help other businesses like yours. I'll make sure you get those after our call today.*

## Generate interest

Once you have established who you are and why you're calling, it's important to quickly generate interest in the benefits you are offering. Remember to use a value selling approach: How can you help this company to do business more effectively and enhance employee productivity?

### For example:

- 1. I understand you already have an IP Office communications system installed. With this new release, IP Office 9.0, you can give your employees mobility and collaboration options they haven't had before, all while keeping your network secure and your communications costs low.*
- 2. If you've been thinking of implementing a unified communications system to keep your employees connected and help them collaborate to drive business results, Avaya IP Office is the system for you. With this new release of IP Office, you can give your employees mobility and collaboration options they haven't had before, all while keeping your network secure and your communications costs low.*

## Inform prospects and customers about how the Avaya midmarket solution that includes IP Office 9.0 can meet their needs better than before.

As your conversation with the customer or prospect continues, provide information about the midmarket solution with IP Office 9.0 that is relevant to them, while also being prepared to respond to their questions, concerns, and objections.

# Telemarketing Script/Guide

You will likely be both asking questions and responding to questions. You should be ready to adapt your conversation to the issues most relevant to each customer or prospect. Be prepared to follow up with additional questions to help you better understand the specific situation and the issues most important to them.

Finally, be prepared for objections. Please ensure that you review the “Overcoming Objections” document prior to the call so that you are prepared to handle challenging or resistant customers.

## About Avaya Midmarket Solutions:

*Today's mobile, virtual business landscape is all about keeping people connected. Consistent communications between employees, business partners, and clients is no longer a nice to have, it's a must have. You need a rich, seamless environment that instantly keeps everyone connected and effortlessly collaborating.*

*Let me tell you about the collaboration solution Avaya has designed specifically for mid-sized companies like yours. It delivers a seamless experience for voice, video, and mobility, regardless of the device you're using.*

*If you've been thinking of allowing your employees to use their own smart phones and tablets, this solution gives you the power to embrace BYOD while keeping your network secure. It's a cost-effective, easy-to-implement-and-maintain collaboration solution, one that gives you the agility and flexibility that your business demands. And at its heart is Avaya IP Office, a complete solution with exceptional value, award-winning quality and low total cost of ownership.*

## About IP Office 9.0

*Today's communications systems can help you improve customer service by helping your employees to connect to each other and to your customers, no matter what device they're using or where they're located. Let me tell you a little about how our solution works and what it can do for your business.*

*Avaya IP Office is an integrated communications solution that works across different devices, departments, and locations – across your entire business. It's a great way to manage communications across all your locations.*

*Combined with Avaya networking, security, video and support, IP Office delivers a comprehensive collaboration solution from a single source. It is a proven, single software platform for mid-size enterprises that can grow as your business grows, scaling up to a maximum of 2,000 users.*

## Sample questions

- *Would you say that customer service is an important part of your business?*
- *Are your customers and staff always able to reach the employee they need quickly, even if the employee is not physically in the office?*
- *Could you improve customer service if you were able to reduce call wait times?*
- *When your employees handle customer calls, can they resolve them quickly?*
- *If one of your employees needs to get information from someone else, or hand off the call to someone else, how do they do that? Is it easy?*
- *Could your employees be more productive if they could handle customer calls quicker and easier?*

- *If you need to add additional employees or additional locations, is your current system expandable? Can it handle additional locations?*
- *As customers begin to expect to use new communications options, will you be able to incorporate those new technologies into your current system?*

## Proof Points/Benefits

### *Midmarket Key Messages*

*Avaya IP Office 9.0 is an integrated communications solution that offers an enhanced user experience with easy-to-use, feature-rich options.*

*With IP Office 9.0, your employees can easily connect to other employees – anywhere, any time, on any device. Whether working from home or on the road, all employees can be fully wired into your company, with all the call handling capabilities they would have if they were in the office.*

*The system is very reliable and resilient, so you can count on it when you need it. We offer a range of cost-effective options for ongoing support and data product offerings, so you can count on uninterrupted communications. You can always be confident that your customers will be able to reach you.*

*If your company expands or adds more locations, or if your needs simply change over time, IP Office can scale up or add on easily. You don't need to worry about replacing your entire system or losing the investment you've already made. IP Office offers flexible deployment options to suit your needs.*

## Potential questions, arguments, rebuttals

During the course of your conversation, you may encounter resistance or skepticism from a customer/prospect about the merits of collaboration and Avaya IP Office in general. Avaya has developed a series of potential arguments and rebuttals that you can use to counter questions and concerns. Be prepared to adapt your responses to the customer/prospect's particular concerns and questions.

### For example:

**Q.** *My system is working fine. Why should I upgrade now?*

**A.** *With the new release of IP Office, you can give your employees collaboration options that make it easier to connect, share, react, and respond. Its simplified administration and management can lower IT overhead; while the flexible deployment options can help you reduce hardware and costs.*

**Q.** *My employees already answer calls and messages from home. What difference would it make if I got this system?*

**A.** *Avaya IP Office allows your employees to be fully wired into your company while they're at home or on the road. They'll have the same call handling capabilities as when they're at the office, including one-number reachability, call forwarding, call recording and conferencing.*

**Q.** *My IT staff has our networking under control. There's no reason for me to buy a new system.*

**A.** *With this release of IP Office, you can provide unified communications and collaboration capabilities while keeping your network stable and secure. With simplified administration and management, you can let your IT staff focus on other issues and at the same time reduce overhead costs.*

- Q. Business is tight. I don't have the funds right now to invest in a new system and incur additional overhead costs.*
- A. with Avaya IP Office, the simplified management and administration can actually lower your IT overhead costs. In addition, the flexible deployment options and bring your own device capabilities can help reduce hardware and maintenance costs.*
- Q. I've heard using employee owned devices can potentially open my network up to security issues. I can't afford to have a security breach.*
- A. Avaya IP Office is a secure, powerful, mobile collaboration solution that integrates with Avaya Session Border Controller to deliver enterprise-class SIP security at an optimal price.*

## Wrap up

At this point in the conversation, you should have a good idea of the customer/prospect's specific needs and challenges relevant to their communications system. The customer/prospect should have a good understanding of the new features in Avaya IP Office and how an Avaya midmarket collaboration solution can benefit their business.

Wrap up the call by encouraging the customer/prospect to try the TCO calculator for an idea of how quickly the solution pays for itself in higher productivity and reduced overhead expenses. You should also let them know that you will be contacting them again to follow-up and answer any additional questions about the advantages of an Avaya collaboration solution that leverages IP Office, as well as discuss how it can help them save money and operate more efficiently and effectively.

*Based on what we've discussed today, I know that the Avaya midmarket collaboration solution can provide your business with some real advantages in terms of cost savings, collaboration, and performance. I'd like to send you some information about the Avaya Collaboration Solution and a link to the IP Office web page, as well as a link to an online calculator that you can use to estimate your company's TCO and how much you could save with Avaya IP Office as the core of the midmarket solution*

*Once you've had a chance to review the information, I'd be happy to connect with you again to help customize a solution that fits your budget and your specific situation. When would be most convenient for me to contact you again?*

*[If needed, prompt by suggesting a couple of dates and times].*

## Close the call

Thank you for your time today.

*As I mentioned, I'll send you a link to more information about the Avaya collaboration solution for midsized companies and Avaya IP Office 9.0, as well as the TCO calculator, by the end of the day. May I confirm that [EMAIL ADDRESS] is the best email address for you to receive that information?*

*Before I go, can I answer any questions for you, or provide you with additional information about anything we've discussed? [If the customer/prospect expresses interest, offer to email additional material on the specific topic(s) of interest.]*



## Follow-up after the call

Immediately after the call: Send a “thank you” email to the customer/prospect. The email should include links to the Avaya IP Office web page, customer collateral about the Avaya Collaboration Solution for Midmarket, appropriate customer stories and the TCO calculator. Be sure to personalize the email based on your conversation.

**Note:** If the customer/prospect was not available at the time of your call, you should send him/her an email with relevant information and an invitation to schedule a call at another time.

Additional support for lead generation is available from [www.avaya.com/partnermarketing](http://www.avaya.com/partnermarketing). You'll find free materials including current campaign information, customizable emails, print ads and posters, and online banners to use in your marketing efforts. You can also check out Marketleaders, an Avaya program to help penetrate the midmarket space, which supports appointment setting, Blitz Days and much more.

Resources specific to the midmarket solution and Avaya IP Office 9.0 are available through the [Avaya IP Office 9 Sales Toolkit](#) on the Avaya Partner portal. You'll find links to fact sheets, brochures and a Midmarket Solution Guide that you can send to the customer/prospect after the call in support of your conversation.