

# The SIP School

Learn and Qualify

## SIP & Cloud – Advanced Sales training

Supported by:



### Overview

To effectively participate in the Unified Communications, Hosted PBX and SIP trunking boom, sales and marketing professionals need to understand the opportunities and techniques required to succeed. The SIP School™ is 'the' place to learn all about SIP and Cloud based communications and prepare you for the marketplace. There is so much information about SIP trunking, Cloud and UC services on the Internet that is both hard to read and poorly presented that it is difficult for people to learn about these most important services. So The SIP School™ with its lively, clear and fully animated eLearning program has become the only place to enroll to learn about SIP and Cloud Communication services - prepared exclusively with the Sales (and marketing) professional in mind.

### Who would benefit?

#### Everyone...!

This training is designed to suit anyone involved with the sales or marketing of SIP and Cloud based Communication services such as: Manufacturers of IP PBX and IP Phone equipment, SIP Security equipment manufacturers, SIP service (and Cloud) providers and Carriers, Network Design specialists, Sales and Marketing personnel working with VoIP equipment and services; all of these will benefit from this program.

**Note 1:** Even with an initial focus on the SIP and Cloud services market in the USA, the course principles are applicable to markets globally. Examples for Canada the UK and other selected countries are included.

**Note 2:** All prices and service offering examples shown in the program are subject to change by the companies highlighted. The SIP School™ is not responsible for these offerings and pricing thus for accurate information, 3<sup>rd</sup> parties should be contacted directly. The SIP School™ includes the examples to highlight the service offerings available and their diversity.

### What's in the training program?

Once you've purchased an access license (valid for 12 months) for this course you'll have access to three modules. You can work through the modules in order or simply choose the ones you are most interested in. The modules are listed in more detail further on in this document and a demo is available on this website as well.



#### How long will it take to work through?

Total Running time for this course is approximately 3 hours 20 minutes from the start to finish. This does not include time you spend working with the spreadsheets, the optional module, study time for the SSSP™ or the taking of the SSSP™ final test itself.

### Become a "SIP School Sales Professional" - SSSP™



The SIP and Cloud - Advanced Sales training program is accompanied by the SSSP™ Certification test.

To prepare for the certification test, each module has its own 'mini' quiz at the end to help delegates 'gauge' how well they are doing.

## Module 1:

### UC, Hosted (Cloud) PBX and SIP trunking in the marketplace

#### Module times

- Running time = 94:13 minutes
- Quizzes = 7 minutes
- Total = 101:13 minutes

#### Topics:

##### What is Unified Communications?

- From UC to UCaaS

##### Marketplaces for Unified Communications

- What are Unified Communications value propositions
- The UC competitive landscape
  - Who are the major providers of UC services?
  - What the Gartner report says
  - Gartner and 'on-premises' leaders
- UC and 'the Cloud'
  - Private, Public and Hybrid clouds
  - SDN (supplement MPLS, SD-WAN and NFV)

##### Marketplaces for Hosted PBX

- What is Hosted PBX?
- Hosted PBX features
  - inc. Disaster recovery
- What are its value propositions
  - Reduced costs
  - Perception
- The different types of Hosted PBX provider
- The Hosted PBX competitive landscape
  - Marketplace Players
  - Cost comparison examples
    - USA
    - Canada
    - UK
    - Global (Selection)
- Mobility and 'the Cloud'
  - Growth of 'the Cloud'
  - Vendors and Mobility
- Cost Justification for 'cloud based' Communications
  - Examine all the elements
  - Why it's 'difficult' to go 'all Cloud' for large Enterprises

##### The SIP Trunking Marketplace

- What is SIP trunking?
- What are the value propositions afforded by SIP trunking?
- Understanding the cost benefits
  - How do the values afforded by SIP trunking differ in various countries and regions around the world?
  - Can SIP trunking provide additional value in addition to lowering telecommunications operating costs?
    - Cost Savings
    - Non-Local numbers
    - 'More' SIP trunking benefits
    - Global variations
    - Understanding the cost benefits
    - Benefit of Multiple locations
- SIP trunk service provider models

##### The 'Competitive' Landscape

- Who are the major providers of SIP trunking services (Internet Telephony Service Providers)?
- ILECs, CLECs and More SIP trunking (and Cloud) Competitive Landscape
  - Market leaders in the USA
  - Market leaders in Canada
  - Market leaders in the UK
  - Market leaders around the rest of the world
- Others who are coming to market
- How Skype for Business 'fits' into the marketplace, both on-premises and in the Cloud

##### What YOU need to do

- What YOU need to do
  - Focus on quality and be supportive to your sales channel partners and personnel.
  - Be Creative!
- The Competitive Landscape
- Pricing Models and Service Packaging Approaches
  - USA
  - Canada
  - UK
  - the rest of the world
- Pricing and packaging 'thoughts'.

##### Review sites

##### The 'Demise' of the PSTN

- Going from the old to the new...

## Module 2:

### Service Development and Market Management

#### Module times

- Running time = 34:35 minutes
- Quizzes = 7 minutes
- Total = 41:35 minutes

#### Topics:

##### Overview

- Sales and Marketing together
- Marketing Tasks

##### Areas of Coverage

##### Create a Unique service offering

- What you need to do
- Growth prediction
- Work out 'Why you are doing this'?
  - Keep your customers
  - Diversification
  - Other reasons?

##### Define your service offering

- Dedicated and / or Hosted (Cloud based) PBX
- Full UC service (UCaaS)
- BYOB
- Include Session border Controllers?
- All of these?

##### Define your target customers

- Residential?
- SOHO?
- SMB?
- Enterprise?
- Government
  - State and Local
  - National

##### Understanding the competition

- Know the competition – locally, nationally and/or internationally

##### Understanding your Technical capabilities

- Buying decisions
- Choose your own Platforms
- Softswitch
- Session Border Controllers
- Billing System
- Trouble Tickets
- Carrier Partners
- Multiple Locations?
- Dedicated and/or Hosted
  - Supplemental material on MPLS, SD-WAN and NFV included

##### Know your Cost of Goods Sold (COGS)

- Get your COGs right...!
- COGs definition
- Carrier COGs - Carrier costs are highly fluid – How do you stay ahead of them?
- Price carefully

##### Customer Service and Support

- Supporting and keeping customers
- Support availability and methods
- Hours of Coverage
- Automated versus Personnel
  - Telephone
  - Trouble Ticketing System
  - Automated Order Entry

##### Promoting your service offering

- Website
- Use the Press
- Calls and Webinars
- Trade Shows
- Special Promotions

##### Supporting your Sales channel

- Tools for the job
  - White Papers
  - Case Studies
- Train and Help them
  - Webinars
  - Provide Return on investment models
- Sales incentives

## Module 3:

### Selling SIP Communication services

#### Module times

- Running time = 50:52 minutes
- Quizzes = 7 minutes
- Total = 57:52 minutes

#### Topics:

##### Identifying your target “Sweet Spot”

- Are call minutes or spends’ for you?
- Replacing PRIs or ‘minimum’ minutes
- Are ‘Verticals’ for you?
- Geographical areas a consideration?
- Think differently
- Use a Laser not a shotgun

##### Avoid Potential Landmines

- Autodialers and predictive dialers
- Other high volume, short duration, low profit opportunities
- Watch ‘Carrier Partner’ costs
- High maintenance clients

##### Interpreting the customer’s ‘status quo’

- Check the customer’s bill
- Look for “soft” savings
- Ask ‘open’ questions
- Hidden savings
- Overcoming the ‘status quo’

##### Finding ‘Added value’

- Benefits of multiple locations
- Disaster recovery and redundancy
- Case study

##### Premise vs Cloud – What to sell?

- What does your client need?
- Hardware PBX solution
- Cloud based and Hosted?
- Know it ‘all’ ...

##### Cost Justification and ROI

- Cost justification for SIP trunking
- Proof not assertions
- Check the bill for ways to save
- Cut fees and Surcharges
- Find the ‘Hard’ savings
- Analysis Spreadsheet for you to download and use
- Hosted PBX Cost justification
  - Premises based PBX requirements
  - Hosted PBX based requirements
  - Comparison illustration spreadsheet (downloadable)
  - Comparing the options
    - Existing PBX Costs
    - Hosted PBX costs
    - Compare the them
    - Cost comparison examples

##### Overcoming Objections

- Conceptual Objections
- ‘Sunset’ of the PSTN
- Technical objections
- Financial objections
- Emotional objections
- Confront issues head on

##### It’s a Competitive world

- Be prepared
- Understand your customer
- Customer ‘Drivers’
- Ask about the opposition

##### Proof of Concept and Pilot Offerings

- Reap what you sow

##### Frequently Asked Questions

##### Closing the Sale

- Make it easy for people to buy
- Keep agreements simple

##### Keeping the Sale

- Stay in touch

## Extra Module

### MPLS, SD-WAN and NFV (VNF)

#### Module times

- Running time = 15:33 minutes
- Quizzes = 0 minutes
- Total = 15:33 minutes

#### Topics:

##### MPLS

- MPLS, basic explanation
- MPLS Label Format (in a WAN/PPP frame)
- MPLS in a MAC (Ethernet) frame
- MPLS Example network
- MPLS Benefits
- Your own "Private WAN"
- Not the only client
- Voice and Data not mixing?
- Separate MPLS networks

##### SD-WAN

- SD-WAN explained

##### Virtualization

- What is Virtualization?
- Virtual Machines
- Emulation
- Virtual Machines (Summary)

##### Networks Functions Virtualization and VNF

- NFV and VNF explained
- VNF example and benefits