SIP Trunking – New Opportunity Discovery Document

This document is designed to help you to uncover potential opportunities (£). The questions below should help you to steer your conversation with the customer. They will enable you to glean more information about their business and, importantly, their appetite for success in the Hosted Communications Services market. We know from experience that successful customers have:

- A competent sales team
- Proactive/active marketing capabilities
- Technical expertise

Please remember: in a Channel environment, success is all about our customers' expertise and their investment!

Part 1 (to be completed by AM before initial customer call)

Company name:

Contact Name:

Role:

Responsibility:

What is their credit score/do we need to Credit Vet before the call?

Why does the customer want to discuss Wholesale SIP Trunking (SIPT), i.e. What is the problem they are looking to resolve?

Part 2 →

Part 2 (to be completed with the customer)

Date of call/meeting:

Explore why we are discussing SIPT, i.e. why they want to discuss this service:

Who are your target market for hosted communications/SIPT
and why?

Does this include Government/Public Sector discussions –
if so, are they registered to supply such services to this sector?

If already selling into this market, what has been your in-life experience...

Do you have an existing ISDN base? If yes, how many – and
what's the split? (ISDN2/ISDN30)

Do you have your own platform or are you re-selling
3rd party services?

What manufacturer's do you typically use? i.e. Avaya, Cisco,
Mitel, Siemens, Other

Who typically does your installation/maintenance?
In-house or 3rd Party?

What's your total installed base (no. of channels/seats)?

Do you ever sell in to a contact centre environment?

Have there been any specific blockers that a supplier
still needs to overcome?

From an ambition perspective – what's your forecast for
growth over the next few months, quarters, year?

Would we see all of your ambition – or would you maintain
an alternative supplier? If so, who?

Are you willing to share why you think the work you do
with other suppliers could be improved?

Part 2 – Acquisition and Growth Activity

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Do you actively pursue new customers (acquisition)?
If so, how?

For your existing customer (or reseller) base, how do you currently manage your relationships from and sales/marketing/communications perspective:

Are there any active campaigns running at the moment?

How do you manage these? in-house, or via an agency...

How many sales people do you have actively selling SIPT?

Do you do outbound calling days?

Do you hold events? face to face, or web based – how many channel layers does it cover?

How do you train your own sales teams?

How do you do reseller and end user training? in-house, or via an agency...

What are the metrics for success:

    For your own team?

    For your customer/reseller base?

    How do you target and measure them?

    Do you incentivise them? – if so, how...

Do you think there is any room for improvement in your Go-To-Market plans? How and where can we help...

Part 3 – Technical Summary

Part 3 – Technical Summary (to be completed if both parties agree to proceed after initial call and actions)

Which PBX/Hosted Platforms need to be connected?

What are the specific manufacturers?

Is the PBX/Platform on the Approved CPE List?

Connectivity – how does the customer wish to connect to BT's SIPT service? i.e. existing BT service, or alternative supplier

Timescales – what are the timescales for deploy? What are these specific timings predicated on?

Next Steps – Actions and Owners