

MITECH PARTNERS, LLC

TELECOM SERVICE 101

VERSION 1.00 – MARCH 2018



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TELECOM 101

Ever since the inception of the telephone and its creation by Alexander Graham Bell many years ago, telephone service has evolved and changed over the course of time. Once a common source on every desk in an office, telecommunications are not only stationary but mobile as well. This training document goes reviews at high-level fundamentals of telecom. Specifically, this training will review:

- ◆ Provide general concepts of telecom and why they are important to the mission of Mitech Partners, LLC
- ◆ Explain what discovery questions are and how they impact new and existing clients of Mitech Partners, LLC
- ◆ Business strategy of phone service with other complementary revenue streams at Mitech Partners, LLC

Fundamentals of Telecom

Not too long ago in a distant city close to you, most phone calls were made through landline devices. There were two (2) common types of phones that people had in their homes: rotary dial and push-button. Rotary dial phones were ones which you must pick a position on the phone and spin the dial selector to that to call that specific number. The selector would spin back to an initial position. This would be repeated for at a minimum of seven (7) digits but up to ten (10) if there was a long-distance call that had to be made.

As the 1980's and early 1990's came about, rotary dial phones were replaced with push-button phones. This opened an enormous opportunity for companies to take advantage of automated dialing systems to route calls and provide persons within an office a direct extension to their office/desk. While the push button phone still exists to this day, cordless headsets are commonly the norm in a home because of the convenience of being able to not be tied to a cord. However, nearly every person in business depends on, cell phone technology has taken over as the primary source of communication on the go and commonly in the office.



In short, what does this brief history of telephones mean to you? A couple of things truth be known. First, technology evolves and changes as time elapses. Though there are some companies that still have rotary and push-button telephones, they are the exception and not the rule. However, with the technology evolving, it brings the second point. While the

technology of making a call hasn't changed in more than 100 years, the way to do it has. Thus, one of the benefits Mitech partners, LLC can provide their clients is the ease and fact that as technology changes, so do we.

Common Types of Phone Service

When looking at different types of phone service and solutions for clients, there are commonly four (4) types of phone service as shown in the graphic below: plain old telephone service (POTS), voice over internet protocol (VOIP), cellular, and Tier 1 / primary rate interface (T1/PRI). Take a quick moment to review the graphic below before continuing on with the training:



POTS: Plain Old Telephone Service. The standard analog voice service that's been available over twisted-pair copper wires for over a century. POTS is very reliable but is not scalable, and will be phased out by major carriers in the U.S. in just a few years.

VoIP: Voice over Internet Protocol. With VoIP service, voice calls are transmitted over an Internet connection so businesses no longer need a dedicated voice service in addition to Internet service.

Cellular: Cellular service is really a whole family of services, including 4G Long-Term Evolution (LTE) service. Many phone systems can forward calls made to and from personal mobile devices using an employee's business number instead of her/his personal number.

T1/PRI: T1 connections support numerous types of digital voice service, including Primary Rate Interface (PRI), channelized T1 and VoIP (over an unchannelized T1 data connection).

With exception to the cellular service mentioned above, Mitech Partners, LLC provides options for POTS, VOIP, and T1/PRI to all clients depending on the needs and capacities they have in their location(s). In order to provide the best solution to the client, read on as the questions will ring a bell.

Discovery Question Strategy for Voice Services

When prospecting new clients for phone service (and additional ones to boot), there are a few questions that you should ask them to get as much information as possible so that a solution can be devised. Discovery questions should be used to get this information. Questions of this type are commonly open-ended which require some type of response from the person it is being asked to. Though not an exhaustive list of questions that one can ask, here are some of the critical ones that can provide the most information with the least amount of hassle:

- ✓ How many telephone lines do you currently have in the office/business?
- ✓ What are the phone lines used for (e.g. commonly either for voice communications/making calls, fax machine, alarms, elevators, credit card machines, etc.)?
 - Conversation Tip: Stress that alarm systems and elevators are commonly POTS lines and it is possible they may have VOIP & POTS lines in the same facility.
- ✓ What type of headsets/phones do you currently have?
- ✓ Does the office/business own or lease the phone equipment?
- ✓ What type of phone service do you have and who do you have it with?
- ✓ Why are you wanting to change service providers (e.g. cost, quality of service, etc.)?
 - Follow-Up Question: Do you have a copy of your latest bill (provide clues on what is included in their plan)?
- ✓ If there was one thing that you would want to change, what would it be?

One should be careful not to interrogate an existing or potential client to death with questions because that will likely turn him/her off. As the conversation unfolds, additional questions may need to be asked so keeping some in one's back pocket for follow-up conversations or to continue the existing one is always a good strategy to use. If one is unable to get all the information on the first pass, set up a follow-up meeting to get any additional information before proceeding forward.

Mitech Partners, LLC Business Strategy with Phone Services

Now that information has been collected from the client, the next step in the process is providing quotes for the customer. In the case of phone services, it is likely we will need to reach out to designated partners for phone services available in their area. In most cases, it only takes a couple of days to receive information that can be conveyed back to the client. To illustrate, here's a snippet from an email for a potential client that is wanting to get phone service with us:

36Mo Term POTS:

Essentials Line = \$56.95/mo per at the location – 3 = \$170.85/mo

- Unlim Local, Full Calling Features, 1,500 mins per line per month for LD

Value Line = \$49.95/mo per at the location – 3 = \$149.85/mo

- Unlim Local, No Calling Features, LD billed at \$0.069/min

Rates are all inclusive with the exception of a \$1.86 access fee and the mandatory taxes for their locality (basically sales tax and 911).

We already include the Fed Access/Subscriber Fee, EUCL, PICC, and LNP Fees in the rate quoted.

If we are converting over lines that are already active POTS Lines there are no install fees as it's a back-office conversion that happens behind the scenes to the customer.

To install new POTS lines there is a \$75 per line installation fee to install at the DMARC. If the customer wants us to do inside wiring as well we can for \$175 1st hour / \$75 per half hour after per location.

When quoting the client, it is important to send all information given to them so that errors don't occur unnecessarily. In this illustration above, it was stated that if they were converting existing POTS lines, there would be no charge for the installation. Otherwise, there would be charges for the service to be established.

Now that we have the phone line service knowledge down, let's take the sales process a step further. It is common that most businesses don't just need telephone service but additional services as well. Take an automotive shop, for example. They not only need the phone service but cable service for patrons waiting in a lobby for their vehicles to get serviced and internet for computers that need to be used to obtain information for the patron's vehicles. As one learns about the other core services, it will become clearer why the total solution doesn't need to focus around one product line; rather multiple ones when it is appropriate.

In MOST CASES, clients of ours need internet service AND phone service at a minimum. Using the example above, it is possible that the vehicle repair shop may not have a waiting room and they just have a small office where business is conducted. Unless the discovery is effectively done early on, this may never be discovered and a revenue opportunity is missed.

To conclude this training, here are some quick tips that team members and partners alike can leverage when attempting to combine more than one service to give clients the best solution possible:

- ◆ When asking the discovery questions, try to clue in on details, hints, and other bits of information that can trigger questions that could be tied to other services.
- ◆ Listen carefully for additional pain points – whether mentioned or not.
- ◆ Once the primary need has been identified and a solution found, give them an opportunity to answer a question or two about other services.
 - **Suggestion:** This should be done only during the discovery phase but if it is missed, give them a lead when presenting a quote. For example, in the email response back with a quote, mention: “We can potentially save you additional money if you have other services like internet and television through Mitech. Please ask me how we can do that for your firm.”
- ◆ If there is a need for additional answers for questions not spoken to, DO NOT BE AFRAID to ask! This is for the client's benefit and eliminates errors and trouble calls down the line.
- ◆ Should they only want the one service, make sure their business is thanked for but ask them to keep Mitech Partners, LLC in mind in the future.
 - Even though the plant wasn't dug out of the ground at this time, the seed was planted.
- ◆ Follow-up with the client and send them a 'Thank You' card.

