

MITECH PARTNERS, LLC

INTERNET SERVICE 101

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INTERNET 101

Long before anyone had a personal computer and internet access in the home, scientists Robert Khan and Vinton Cerf laid the groundwork for internet service that we take for granted here in the 21st century. Tim Berners-Lee, in 1990, became the pioneer for the World Wide Web (WWW) and not soon long after that, personal computers became as household staple and businesses that once had server rooms the size of high school gymnasiums only occupied several hundred square feet. The connection for all these devices, the internet, is something we use daily. Whether it is on our phones, tablets, laptops, desktops, or even running household appliances, it is something that we depend on as a society and really can't get away from.

Businesses, for sure, can't either. Thus, this training is to provide some fundamental knowledge on the basics of internet connections and the internet itself. This fundamental knowledge will make it easier to assist with recommending proper solutions to clients regardless of size or breadth. With that being said, here are the objectives of this training:

- ◆ General concepts of the internet 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 internet services with other complementary revenue streams at Mitech Partners, LLC

To be clear from the start of this training, learners are only going to focus on internet connections within this training. A secondary training titled 'Wireless 101' is provided as part of the training regime which will focus on this aspect of internet connections. It is often the case that people intertwine internet and wireless when, in fact, they are complementary to each other. In others, you *need to have* and internet connection *in order to have* wireless.

Fundamentals of Internet – Part 1

When looking at how the internet works, it needs to be done into two (2) parts. The first part focuses on how the connection comes into a location (e.g. business or home) and the second is what happens online. Starting with the connection side, users must have an internet service provider which gives them access to go online. To illustrate, think of an internet service provider as a vehicle dealership. Naturally, their business model is to bring people into the dealership, buy vehicles, and watch them drive off the lot happy.

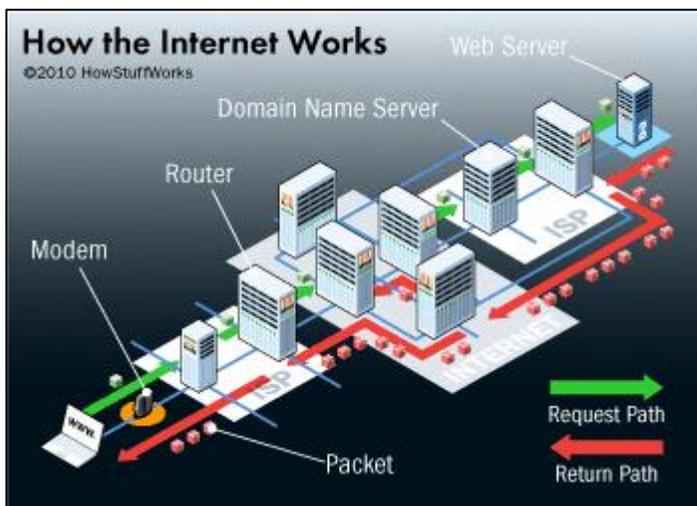
Right outside of their doorstep is the 'information superhighway.' In this example, this is a major interstate or highway that may run through one's town. To go onto the road, one would be required to have a vehicle. Naturally, back in the old days, people had horse and buggies. Now, cars of different shapes, sizes, engines, etc. travel the highways and byways to and from their destinations. Hence, the connection can be made that users (customers of the dealership) buy vehicles to travel on the information superhighway.

Now that we're on the road heading to some destination, let's go into a little more detail with respect to the cars on the road. If one pictures it in their mind, they'll see some cars that are small and others that are fast and sporty. Internet connections through the service providers come in an infinite number of speeds (e.g. engine size), bandwidth limits (e.g.

mileage on a full tank of fuel), and price (cost of the vehicle). Each one of these variables should be considered when determining what the best internet connection would be for a client at Mitech Partners, LLC.

The key variable, which will be talked about a little bit later in this training, is the purpose (or use) of the internet service. Specifically, for businesses, each one will likely use the internet different than the other. Thus, getting as much information as possible to provide them the best solution with what 'highways' are available in their area will ensure they're satisfied and have what they need not only now but over time.

Fundamentals of Internet – Part 2



Without getting overly complex, the operation of the internet has four (4) key components as shown in the graphic to the left. Applying the vehicle illustration above, the modem is a physical device that connects to an internet service provider (ISP). In some cases, and **ESPECIALLY COMMON** for businesses, there are routers that are also in place. Routers are internal traffic devices that controls the incoming internet connection and distributes it to connected devices (whatever they may be). Idealistically, they are traffic lights which grant access to the internet and restrict it (when a connection/port is out of service or blocked).

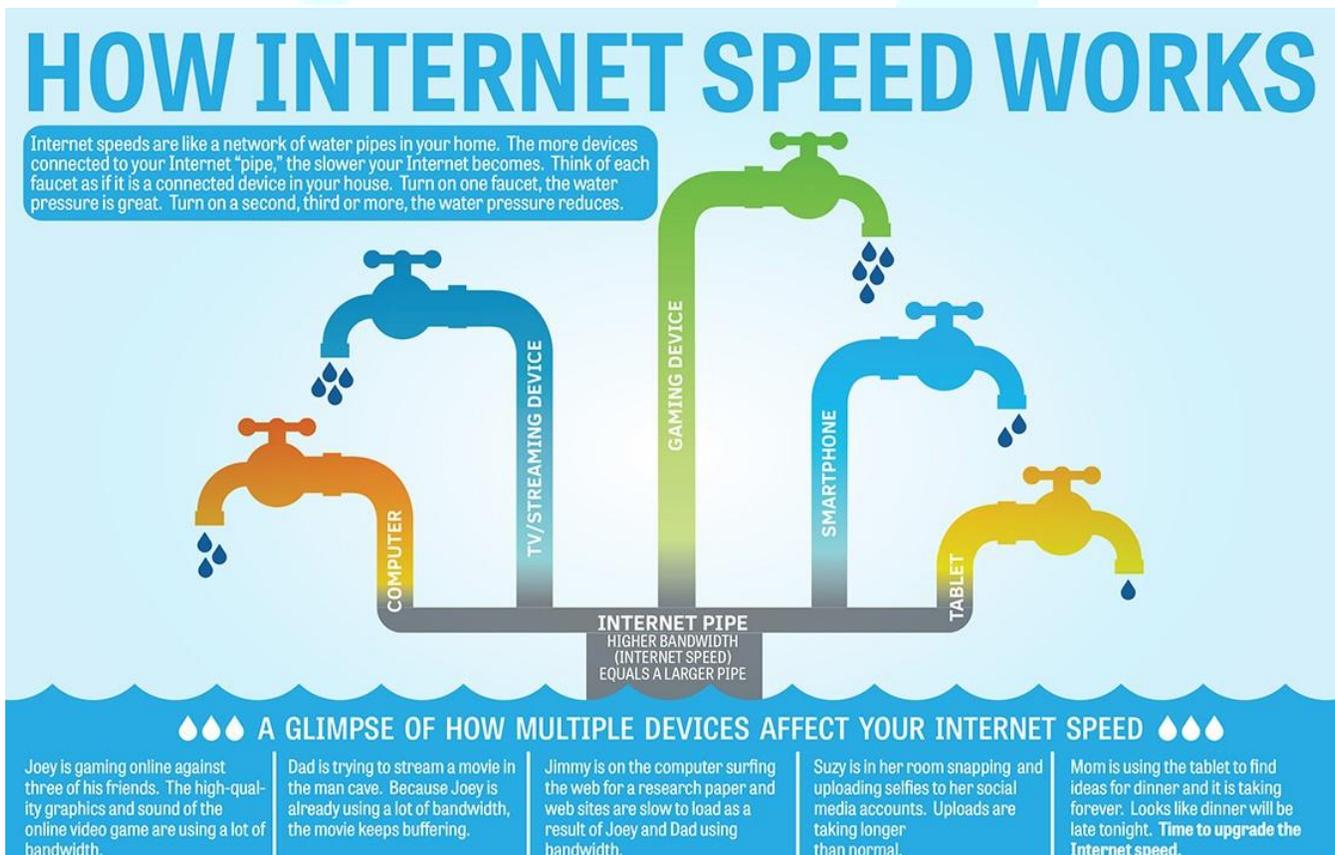
Domain name servers (DNS's) can be thought of road signs that guide or point to a specific destination. As an example, <http://www.mitechusa.com> is an internet address and the DNS Web servers direct the internet where to go to retrieve files about the company's site. Once they're located, they are shown to the user. Though not overly complex, these are machines that handle traffic daily. Web servers, on the other hand, store files that make up websites. For example, Weebly is the website hosting company for Mitech University. They have dedicated servers somewhere in the world which house all the files to make the intranet available. Think of this as a garage where stuff is stored. As long as there's room to put the vehicle, then one is free to put whatever they find suitable in the unwanted space. Most likely, web servers handle hundreds or even thousands of sites located on them at one time.

To bring everything together, in a nutshell, once information is received, it is presented to the user. Basically, once someone has reached a destination and has completed their stay, they return home. While all the aforementioned sounds really complex, think of the internet as a big boomerang. When thrown out somewhere, it'll come back to one eventually. As Mitech Partners, LLC continues to diversify and grow into other areas of revenue opportunities, websites and web services areas under consideration now. Having this basic knowledge ensures you're able to speak to client's needs quickly and efficiently.

Discovery Question Strategy for Internet Services

When prospecting new clients for internet 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 computers and/or devices do you have in the office?
 - **Conversation Tip:** Most internet modems have wireless connectivity included in them and this is a key question both for a proper internet speed and wireless solution.
- ✓ How many rooms do you have in your lodging facility?
 - **Suggestion:** This ONLY applies to hotels, motels, and facilities that have guests coming and going out of a building. If there are conference room facilities available, capture the approximate square footage of that space as well (it is important for wireless service but good to know at this brief juncture).
- ✓ What type of devices do you plan to add onto the network in the future?
- ✓ What is the business primarily using internet for? Is it for website surfing, streaming, document management, etc.?
 - **Conversation Tip:** This is a very important question to ask because this will likely determine a pain point with their current service.
 - **Conversation Tip:** Apply examples or personal experiences similar to what is shown below on how the internet works to coming up with a formidable solution:



- ✓ Who do you have your internet service 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 Internet Services

Now that information has been collected from the client, the next step in the process is providing quotes for the customer. This can be done through using the Mitech Partners, LLC back office portal (powered via Telarus). Once a client's contact information is put into the system, you can create a quote by clicking on the 'D' link below where it says 'Geoquote.'



Geoquote will provide users with all available options for the clients in that area. This may include standard internet connections, satellite internet connections (for rural clients most likely), and fiber connections

when applicable. Applying the information that was gathered from the discovery phase of conversations taken place, team members and partners alike should give at least two (2) different speed options. One should be geared towards a value option whereas the other is more long-term and growth-oriented.

Now that we have basic internet service knowledge down, let's take the sales process a step further. It is common that most businesses don't just need internet 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.
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