MITECH PARTNERS, LLC

WIRELESS SERVICE 101

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WIRELESS 101

Piggybacking off the training document you may have read on internet connections already, wireless technologies are commonplace in nearly every faucet of life: home, business, education, medicine, and so on. Often, it is one of most challenging parts of the services we provide to explain. Due to the complexity, it may be difficult to provide additional installation revenue opportunities without having a general understanding of this feature of internet connections. For what it is worth, this training will provide an entry-level topic on this topic through these objectives:

♦ General concepts of wireless internet technologies 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 wireless internet services with other complementary revenue streams at Mitech Partners, LLC

Fundamentals of Wireless Technologies

Unknown to most people, wireless technologies have been around for nearly 50 years. How is that so? Well, the University of Hawaii in 1970 piloted a test project which wirelessly connected devices between islands in the state. Since the running of cables between the islands was a difficult task to do because of terrain, depth required to run on the ocean floor, and so on, it was surely worth a try. More than 20 years later would come with the standardization of wireless technologies. Towards the end of the 20th century, wireless technologies was made available to the general public. From there, the signal strength and reach has exponentially grown.

But, in a nutshell, how does it work? To start, one must have a dependent **hard-wired** internet connection available to use as the point of transmission. This is through a modem and depending on the device will either be a standalone modem or a wireless and modem combo. This is also known as an access point because one can think of this as the entry into the internet.

If the internet modem and wireless network device are separate, they must be connected through an ethernet cable. Even up to the time this training was created, this is still a common route to go for a couple of reasons. Depending on the size of the client's location, number of devices that are connected simultaneously, and other factors, this is commonly the best solution. For smaller locations, a combo connection is preferred (and usually cheaper). Signals transmitted from either device 'talk' to other capable devices within the network and provide connections online. Information is transmitted to and from the devices much like a phone conversation. The closer the devices are to an access point or router, the better the signal.
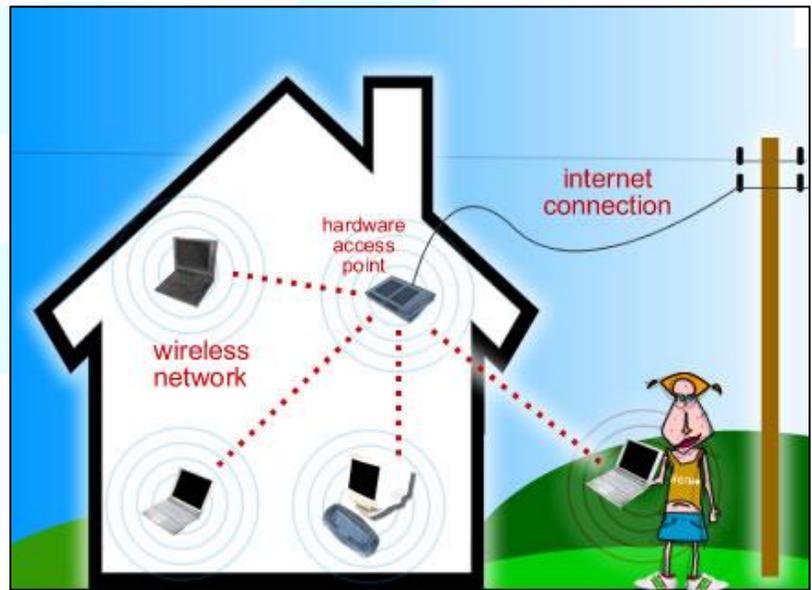
Discovery Question Strategy for Wireless Internet Services

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:

- ✓ What is the approximate square footage of the facility you have?
    - ○ <u>Conversation Tip</u>: This question is particularly important if a client's facility has open space or large areas which may have large volumes of users wanting to connect online wirelessly online at the same time.
- ✓ How many rooms do you have in your lodging facility?
    - ○ <u>Suggestion</u>: This ONLY applies to hotels, motels, and facilities that have guests coming and going out of a building. This is an extremely important question to ask as this can affect the monthly cost of service significantly if rooms/locations are left out in error/intentionally.
- ✓ Do you currently have wireless available to customers, guests, and staff at your location?
    - ○ <u>Suggestion</u>: This is an up-sell opportunity in some instances to provide a Mitech Partners, LLC technician to go to a site to install wireless access points for a new wireless setup or upgrade an existing one.
- ✓ Who do you have your internet service with?
- ✓ Why are you wanting to change service providers (e.g. cost, quality of service, etc.)?
    - ○ <u>Follow-Up Question</u>: 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 when it comes to wireless service?

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 Wireless Internet Services

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.
    - ○ <u>Suggestion</u>: This should be done only during the discovery phase but if it is missed, give then 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.

♦ If one is recommending a wireless setup, make sure the router and/or range extenders are appropriate for the space. Each home or business is different in terms of structure and layout, so a good analysis of their facility done by a technician is recommended for this service revenue opportunity.

♦ 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.

   o 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.