

Conversation Next Steps

Your conversation can be the catalyst that will increase your customer's productivity, efficiency, and more, while improving experiences for their customers and their employees.



Qualifying and discovery questions

1. Describe your current communications infrastructure?
2. What are the features of your current communication stack? What features are lacking?
3. What challenges to you currently experience with your communications?
4. What goals do you have for your communications capabilities?
5. How are you leveraging the cloud in other areas of your organization?
6. What methods do your current communications providers use to ensure 24/7/365 business continuity for your organization? What if natural disaster strikes?
7. How do you currently maintain security and compliance across your communications channels?
8. Would you characterize your communications systems as flexible or inflexible? Why? Are they compatible or incompatible with other systems and platforms?
9. How would you characterize the TCO for your communications platforms and tools? Is it higher than you think it should be? How does it compare to your peer organizations?
10. Who, in addition to yourself, is involved in decision making for your communications infrastructure?

Objection handling: They say/you say

Objection	Response
No time to talk right now.	Ask → When would be a better time? There are definitely some things we can do to help you be much more productive and save you time.
We don't need anything. We're all set.	Ask → So you've already moved away from an on-premise system and solution and merged all of your phone, chat, messaging, video conferencing and call center services into one unified platform?
We're not ready to make a change.	Ask → Given the high cost of maintenance and the end of life expectations of hardware, when do you anticipate that you would be ready to discuss more cost-effective options that provide greater functionality?
We just purchased.	Ask → What solution? Contract term?
We aren't taking on any new providers/vendors at this time.	Ask → When are your current contracts up? It's always wise to look when you're not under any pressure to be prepared with actionable information when the time is right.
Just send some information.	Confirm → Email and send follow up.
I'm not the rightful contact.	Ask → Who the right contact is and request to be transferred.

The conversation

Engage your customers in a clear, consistent and memorable way.



Ice Breaker

85% of companies use two or more collaboration applications to meet customer and end-user requirements.



The Breakdown

Are you risking the cost of doing nothing, dealing with a bloated communications environment, or unable to fully leverage your business data?



The Turn

What if you could enable innovative workstyles, provide evergreen communications technology, and analyze all communications for actionable insights, all while increasing the security, quality, and resiliency of your communications?



The Breakthrough

Consider Moving to the Cloud with 8x8 – The Power of One: A Single Platform, Endless Opportunity



Proof Points

8x8 is an 8x leader in the Gartner Magic Quadrant for UCaaS and has over 200 patents.

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