SIP Communication services for Sales and Marketing professionals

Overview

To effectively participate in the Unified Communications, Hosted PBX and SIP trunking boom, sales and marketing professionals need to understand the opportunities and techniques required to succeed. The SIP School™ is 'the' place to learn all about SIP (Session Initiation Protocol) and prepare you for the marketplace. There is so much information about SIP on the Internet that is both hard to read and poorly presented that it is difficult for people to learn about this most important protocol. So The SIP School™ with its lively, clear and fully animated eLearning program has become the only place to enroll to learn about SIP and SIP Communication services prepared exclusively with the sales and marketing professional in mind.

Who would benefit?
Everyone…! This training is designed to suit anyone involved with the marketing or sales of SIP Communication services such as: Manufacturers of IP PBX and IP Phone equipment, SIP Security equipment manufacturers, SIP service providers and Carriers, Network Design specialists, Sales and Marketing personnel working with VoIP equipment and services; all of these will benefit from this program.

Note 1: Even with an initial focus on the SIP services market in the USA, the course principles are applicable to SIP service markets globally. Examples for Canada the UK and other selected countries are included.

Note 2: All prices and service offering examples shown in the program are subject to change by the companies highlighted. The SIP School is not responsible for these offerings and pricing thus for accurate information, 3rd parties should be contacted directly. The SIP School includes the examples to highlight the service offerings available and their diversity.

What's in the training program?
Once you've purchased an access license (valid for 12 months) for this course you'll have access to three modules. You can work through the modules in order or simply choose the ones you are most interested in. The modules are listed in more detail further on in this document and a demo is available on this website as well.

Please note, that the SSCA® training course is designed to teach all the technical aspects of SIP that are not in the scope of this course and this can be purchased separately on The SIP School™ web site.

How long will it take to work through?
Total Running time for this course is approximately 2 hours 30 minutes from the start to finish. This does not include time you spend working with the spreadsheets, study time for the SSMP™ or the taking of the SSMP™ final test itself.

Become a "SIP Sales and Marketing Professional" or SSMP™
The SIP Communication service for Sales and Marketing professionals training program is accompanied by the SSMP™ Certification test.

To prepare for the certification test, each module has its own 'mini' quiz at the end to help delegates 'gauge' how well they are doing.

Modules and Content

- Marketplaces for Unified Communications

  - What is Unified Communications?
  - What are its Value propositions
  - The UC competitive landscape
    - Who are the major providers of UC services?
    - Forecast for growth

- Marketplaces for Hosted PBX

  - What is Hosted PBX?
  - Hosted PBX features
  - What are its Value propositions
  - The different types of Hosted PBX provider
  - The Hosted PBX competitive landscape
  - Marketplace Players
  - Pricing model examples
    - USA
    - Canada
    - UK
    - Global (Selection)

- The SIP Trunking Marketplace

  - What is SIP trunking?

  - What are the value propositions afforded by SIP Trunking?

    - How do the values afforded by SIP trunking differ in various countries and regions around the world?

    - Can SIP trunking provide additional value in addition to lowering telecommunications operating costs?

      - Cost Savings
      - Non-Local numbers
      - More SIP trunking benefits
      - Global variations
      - Multiple locations
      - Service provider models

- Who are the major providers of SIP trunking services (Internet Telephony Service Providers)?

    - USA
    - Canada
    - UK
    - Global (Selection)

- Are the major Local Exchange Carriers (LECs) or Interexchange Carriers (IXCs) significant providers of SIP trunking?

o SIP Trunking Competitive Landscape

- Pricing Models and Service Packaging Approaches with examples from the USA, Canada the UK and selected locations around the world

o What YOU need to do

- Focus on quality and be supportive to your sales channel partners and personnel.

- Be Creative!

o Review sites

SIP Service Development and Management

- Creating your Unique UC, Hosted PBX and/or SIP Trunking offering

  - Know your marketplace and prospective customers

  - Create a Unique service offering
    - What you need to do
    - What are the growth predictions
    - Work out 'Why you are doing this'?
    - Keep your customers
    - Diversification

  - Define your service offering
    - Dedicated and / or Hosted
    - BYOB
    - All three?

  - Define your target customers
    - Residential?
    - SOHO?
    - SMB?
    - Enterprise?
    - Government
      - State and Local
      - National
    - Know the competition – both locally and nationally or internationally
    - Know your technical constraints
    - Network node deployment
    - Soft switch functionality and scalability
    - Billing system capabilities
    - Carrier partners

  - Understanding the competition

  - Understanding your Technical capabilities
    - Platforms, Soft switch, Networking, Billing, Support, Redundancy all need to be considered.

  - Know your Cost of Goods Sold (COGS)

- You cannot price effectively and be profitable if you do not know COGS
- Carrier costs are highly fluid – How do you stay ahead of them?
- Customer Service and Support
- Hours of Coverage
- Automated versus Personnel
  - Telephone
  - Trouble Ticketing System
  - Automated Order Entry

- Customer service and support

- Promoting your SIP service offering
  - White papers
    - Website
    - Webinars
    - Special Promotions

- Supporting your Sales channel

Selling SIP Communication services

- Identifying your target "Sweet Spot"

    - Number of locations?
    - Number of PRIs or dedicated connections?
    - Volume of minutes per month?
    - Minimum current telephone bill?

- Identifying what you DO NOT want

    - Autodialers and predictive dialers
    - Other high volume, short duration, low profit opportunities

- Interpreting the customer's 'status quo'

    - Reviewing a bill for "hard" cost savings
    - Identifying areas of "soft" savings

    - Overcoming the 'status quo'

- Uncovering areas of added value

- Creating a cost savings/Return on Investment (ROI) model for SIP trunking and Hosted PBX

    - Examples and Spreadsheet downloads

- Proof of Concept and Pilot Offerings

- Overcoming Objections

- Frequently Asked Questions

- Closing the Sale

- Keeping the Sale