



How to Easily and Successfully Sell Broadvox SIP Trunking Services

It is time to eliminate the FUD (Fear Uncertainty and Doubt) and start embracing SIP Trunking. Selling Broadvox SIP Trunking, coupled with broadband and an IPPBX or gateway is a surefire way to bring a complete solution to your customers. Broadvox SIP Trunking is reliable and cost effective when deployed. Here are some tips to help you start selling Broadvox SIP Trunks and earn up to 25% commissions right away:

- **Order and use a Broadvox Dealer Special SIP Trunk:** It is easy to sell a service you understand and use.
 - Learn how to configure your system with a Broadvox SIP Trunk
 - Use the service to demonstrate the call clarity and reliability of VoIP at your customer's premises or in your own office
 - Realize the cost savings by using the service yourself
 - Make sure that Broadvox has already completed interoperability certification with the selected IP PBX or gateway device
- **Understand what the customer wants:** If a customer wants to link two offices together, a presence in another state or a specific number to be displayed when making an outbound call, show them how their requirements can be met.
 - Become familiar with the features that the IP PBX or gateway offers
 - Intra-PBX calling
 - Auto Attendant
 - Call Hunt
 - Show how Broadvox SIP Trunking delivers additional services such as:
 - 911
 - 411/Directory listing
 - DIDs
 - Disaster Recovery
 - Load Balancing
- **Review the customer's invoice:** Having an understanding of the customer's invoice allows you to easily see what services are being used and/or underutilized. This can ultimately help you reduce the customer's telecom costs.
 - Eliminate the cost of PRIs by replacing them with broadband services.
 - Converge both voice and data into a single pipe, thus reducing the number of vendors.
- **Paint a picture for your customers:** After analyzing the customer's existing invoice, show them how they can recoup their investment or how much they can save in 3 years. Customers can realize up to 70% savings on telecom cost.
 - Cost per line can generally be reduced by 60-70%
 - Domestic long distance rates can be reduced anywhere from 5-20%
 - Moving from PRIs to converged T1s may save a business up to 50% off their connectivity cost and underutilized facilities.
 - Move, add and change costs are significantly reduced through the reduction of required man-hours.



By partnering with Broadvox, VARs have the tools and resources they need to become successful. Broadvox is certified with more OEMs than any other ITSP (35 IP PBXs and 8 IADs to date). Complete your solutions by adding Broadbox services.

About Broadvox

Founded in 2001, Broadvox is a worldwide leader in providing integrated managed VoIP services to SMB, enterprise, and carrier customers. It has deployed one of the largest full-featured global VoIP networks and is trusted by more than 200 telecommunications carriers, ASPs, ISPs, and over 3,000 businesses to transport over 10 billion minutes annually. The Broadvox Network Operations Center operating 24x7 provides the reliability, security, and quality of service required by the world's most discriminating customers. Broadvox offers SIP Trunking, SIP origination and termination services, and hosted communications solutions. Broadvox is headquartered in Dallas, Texas. For more information about Broadvox, visit www.Broadvox.com