



Cold Calling Script – Rainbow Voice[SIPwise]

1.Calls focused around the business, rather than technical elements of Rainbow Voice

Call Answered:

Hi customer name, my name is your name from company name. Is now a good time?

[If yes, then proceed to 1A, if not then proceed to 1B]

1A:

Great, the reason why I'm calling is to see if we could agree a date for when my colleagues and I could meet with you to discuss and present how one of our cloud communications solutions could help you reduce your monthly phone bill while improving productivity?

[if customer wants to find out more]

Perfect. Before I get started, would you mind telling me whether you already have some sort of cloud or on premises communication solution already deployed?

[If the customer does proceed A below, if not then go to B below.

Proceed with normal script after both]

(A) Okay, and how are you finding it?

(B) Okay, is there a reason why you haven't? Have you ever thought about deploying one?

Well, the reason for me asking is because I'm not sure if you are aware but there are many vendors out there who are pulling out the communication market. For example, Samsung recently pulled out of the



unified communication market, leaving many customers stranded and using software that is no longer supported. Do you know anyone that's been impacted by this?

[If yes proceed to A below. If not proceed to B below.]

Proceed with normal script after]

(A) Ah, we're sorry to hear that. And have they managed to find another vendor?

(B) I'm glad to hear that. We wouldn't want anyone to be in that situation.

Well, the good news is that we've partner with a vendor who's been around for the last 100 years and plans on sticking around for the next 100. Given how we all know that in this day-and-age, good communication both internally and externally is key to business success. Regardless of the change your business is seeking to make, effective communication technologies are a main source for delivering true value. But how do you acquire these best-of-breed technologies? One way is by purchasing all the infrastructure and software licences upfront and deploying them on premises, yourself. The problem is, not only is this option very time consuming, but it's also extremely costly as technician, hardware and support costs can often get out of hand.

That's why, many similar businesses operating in insert country have opted for our cloud-based communication solution known as Rainbow Voice. Not only is it very quick to deploy but it is also considerably more cost-effective as there are no hefty upfront investments needing to be made. Have you heard of Rainbow Voice?

[If no, go to 1A.1, if yes got to 1A.2]

1A.1 [what is Rainbow Voice]

Rainbow Voice is one of Alcatel-Lucent Enterprise's most comprehensive cloud-based communications solutions to date. It combines the enterprise-grade unified communication platform called Rainbow, the option of choosing from a vast catalogue of desk phones, the ability to transform your existing network infrastructure instantly, and depending on the profile you sign-up to, domestic call traffic is already included in the offer. Even better, all of this is available as-a-service meaning that you're not faced with



any upfront capital expenditure. In other words, you can totally transform your existing communications processes with little up-front hardware or software costs.

1A.2

Amazing, what have you heard about it? *[Depending on what they know, try and go back to 1A.1]*

[How much does it cost]

One thing that differentiates Rainbow Voice from other cloud vendors is that it enables you to keep the investments you've already made. Put simply, you don't need to 'rip-and-replace' what you already have as Rainbow Voice can connect to your existing devices. In terms of price, while this can range from as low as insert price here to insert price here, it would be easier if we could set up a time to meet and discuss this in more detail so that we can come up with a more accurate estimate.

[If happy to, go straight to arranging a time and date for the meeting]

[Privacy / security concerns]

The privacy and security of all our customers data is paramount to us - especially when it comes to cloud solutions. That's why we've decided to partner with ALE because data privacy and security is at the core of what they believe in. Not only are their services hosted in data centres across the globe, but also domestically here in Europe ***[If in Germany, France or UK, you can mention that there are data centres domestically available]***. This means that if you want, we can ensure that all your data remains stored in your region. What's more, it's completely GDPR compliant and has efficient geo-redundancy measures in place meaning that your data is always safely backed-up in another data centre.

1B



That's fine, I completely understand how busy you must be. Could you suggest a better time when you would be free to speak?

2.Calls focused around the technical elements of RBV, rather than business

Hi customer name, my name is your name from company name. Is now a good time?

[If yes, then proceed to 2A, if not then proceed to 2B]

2A:

Great, the reason why I'm calling is to see if we could agree a date for when my colleagues and I could meet with you to discuss and demonstrate how one of our cloud communications solutions could help you reduce your monthly phone bill while also enhancing your existing communications infrastructure?

[if customer wants to find out more]

Perfect. Before I get started, would you mind telling me whether you already have some sort of cloud-based or on prem communication solution already deployed?

[If the customer does proceed A below, if not then go to B below.

Proceed with normal script after both]

(A) Okay, and how are you finding it? Is it easy to manage and maintain?

(B) Okay, is there a reason why you haven't? Have you ever thought about deploying one?

Well, the reason for me asking is because I'm not sure if you are aware but there are many vendors out there who are pulling out the communication market. For example, Samsung recently pulled out of the unified communication market, leaving many customers stranded and using software that is no longer supported. Do you know anyone that's been impacted by this?

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Voice

[If yes proceed to A below. If not proceed to B below.]

Proceed with normal script after]

(C) Ah, we're sorry to hear that. And have they managed to find another vendor?

(D) I'm glad to hear that. We wouldn't want anyone to be in that situation.

Well, the good news is that we've partner with a vendor who's been around for the last 100 years and plans on sticking around for the next 100.

Given how we all know that in this day-and-age, a safe and effective communication platform that enables employees and customers to easily collaborate is key to business success. Regardless of what your business seeks to achieve, effective communication technologies are a main source for delivering true value. But how do you acquire these best-of-breed technologies? One way is by purchasing all the infrastructure and software licences upfront and deploying them on premises, yourself. However, as you know the problem with this is that not only is doing so very time consuming, but it's also extremely costly as technician, hardware and support costs can often get out of hand.

That's why, many similar businesses operating in insert country have opted for our cloud-based communication solution known as Rainbow Voice. Not only is it very quick to deploy but it is also considerably more cost-effective as there are no hefty upfront investments needing to be made. What's more, you can autonomously manage it via the self-service portal we've developed. Have you heard of Rainbow Voice?

[If no, go to 2A.1, if yes got to 2A.2]

2A.1 [what is Rainbow Voice]

Rainbow Voice is one of Alcatel-Lucent Enterprise's most comprehensive cloud-based communications solutions to date. It combines the enterprise-grade unified communication platform called Rainbow, the option of choosing from a vast catalogue of desk phones, the ability to transform your existing network infrastructure on the fly, and depending on the profile you sign-up to, domestic call traffic is already included in the offer. Even better, all of this is available as-a-service meaning that you're not faced with



any upfront capital expenditure. In other words, you can totally transform your existing communications set-up with practically no up-front hardware or software costs.

2A.2

Amazing, what have you heard about it? *[Depending on what they know, try and go back to 2A.1]*

[How much does it cost]

One thing that differentiates Rainbow Voice from other cloud vendors is that it enables you to keep the investments you've already made. Put simply, you don't need to 'rip-and-replace' what you already have as Rainbow Voice can connect to your existing devices. In terms of price, while this can range from as low as insert price here to insert price here, it would be easier if we could set up a time to meet and discuss this in more detail so that we can come up with a more accurate estimate.

[If happy to, go straight to arranging a time and date for the meeting]

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The privacy and security of all our customers data is paramount to us - especially when it comes to cloud solutions. That's why we've decided to partner with ALE because data privacy and security is at the core of what they believe in. Not only are their services hosted in data centres across the globe, but also domestically here in Europe ***[If in Germany, France or UK, you can mention that there are data centres domestically available]***. This means that if you want, we can ensure that all your data remains stored in your region. What's more, it's completely GDPR compliant and has efficient geo-redundancy measures in place meaning that your data is always safely backed-up in another data centre.

2B

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Voice

That's fine, I completely understand how busy you must be. Could you suggest a better time when you would be free to speak?

Voicemail:

Hi customer name. This is your name from company name.

I'm sorry to have missed you, but I was calling to see if you'd be willing to find out how our new cloud-based communication platform from Alcatel-Lucent Enterprise which could help business name differentiate itself and gain an advantage in today's highly competitive marketplace.

I'd love to provide you with more detail on this, so you could let me know a time when you'd be available, that would be great. You can reach me on: your number / email here

Again, my name is your name with company name and I'd love to see how I can help business name.

Thanks.