



Cold Calling Script – Rainbow Voice

The script can be used when calling prospective new customers as part of any Rainbow Voice marketing campaign. Please pay specific attention to the fields that require editing (customer / employee names etc.) to make sure the call is as successful as possible.

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 how our hybrid communications solution could help you increase efficiency and save money?

[if customer wants to find out more]

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 ALE'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 array of award-winning 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 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

Rainbow™



Voice

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.

[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 in insert country*. This means that if you want, we can ensure that all your data remains stored in domestic data-centres and never leaves the country. 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?

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.

ANNEX:

*Please make sure ALE does have a data centre in your country before making this statement.