VPN Words that Work

Scripting Suggestions and Guidelines

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Strategies for Success

<u>Pre-Call Preparation</u>

- Find an interesting data point about your customer's account to use as an icebreaker (e.g., when their contract expires, specific services that they have).
- Visit the customer's website to do some basic research about their business and arm yourself with enough information to speak intelligently.
- Go to Google News to find any recent press releases or headlines related to the company.
- Go to the Marketing Database (MDB) to locate additional contacts across the company.
- Go to DocViewer to locate recently signed contracts (& potentially additional contacts).
- Refer to the Business Intelligence Tool (BIT) for more information on location penetration and current usage.
- If the customer has a relationship with the Mobility AE, reach out to that person to obtain information and talk about how to leverage that relationship to approach the customer.

Scripting Suggestions

<u>Talking to a customer with *no existing VPN service* with AT&T</u>

- Hi, this is Paul from AT&T. I'm a network specialist on your account team, and I'm calling to introduce myself and see when you would be available to meet.
- I represent a broad portfolio of network services, from the most basic to the most advanced connectivity to give you efficient, scalable options to connect any of your sites together - domestic or international.
- We offer a wide range of bandwidth options to help with your growing data needs. And we have introduced several new offers recently which make our service more cost-effective than ever.
- I'd like to meet with you and your team to conduct a network assessment and discuss your business needs. We can review your network's current performance and discuss projects and issues that we may be able to help support.

<u>Talking to a customer with *existing VPN service* with AT&T</u>

- Hi, this is Paul from AT&T. I'm a part of your account team, and I specialize in IP services.
- We haven't had a chance to meet, but I know from talking to <Mobility AE / Inside AE / etc.> that we have a few things to discuss about your account and how you're connecting your locations today. And we have introduced several new offers recently which make our service more cost-effective than ever.
- I'd like to meet with you and your team to conduct a network assessment and discuss your business needs. We can review your network's current performance and discuss projects and issues that we may be able to help support.

<u>Leaving a voice-mail message for a customer with *no existing VPN service* with AT&T</u>

- Hi, this is Paul from AT&T. I'm a network specialist on your account team, and I'm calling to introduce myself and see when you would be available to meet.
- I represent a broad portfolio of network services. And we have introduced several new offers recently which make our service more cost-effective than ever.

- I'd like to meet with you and your team to discuss your business needs and any projects or issues that we may be able to help support.

- You can reach me at <phone number>. I'm also sending you an e-mail*, so please check your inbox. I'll include my contact information and a few times when it might be convenient for us to talk further. I look forward to talking to you soon.

Leaving a voice-mail message for a customer with *existing VPN service* with AT&T

- Hi, this is Paul from AT&T. I'm a network specialist on your account team, and I'm calling to introduce myself and see when you would be available to meet.

- I'd like to meet with you and your team to conduct a network assessment and discuss your business needs. We can review your network's current performance and discuss projects and issues that we may be able to help support.

- You can reach me at <phone number>. I'm also sending you an e-mail*, so please check your inbox. I'll include my contact information and a few times for us to talk further. I look forward to talking to you soon.

*Suggested wording for e-mail for a customer with *no existing VPN service* with AT&T

> **Dear First Last**
>
> I would like to introduce myself as a member of your AT&T account team, specializing in delivering an exceptional network experience to your business.
>
> AT&T has more resources and services to offer you than ever before, and I look forward to the opportunity to help you meet your business challenges. AT&T offers a broad spectrum of services that can help:
>
> - make you more efficient
> - provide you with the most secure and scalable network
> - make network management easy
> - deliver the speed/bandwidth to support your applications
> - support local and global connectivity to reach all your business locations
>
> I'd like an opportunity to speak with you live, so I can personally introduce myself and answer any questions you may have about the services that may be right for you. You may also e-mail me at XXXXXX@att.com, and let me know what day(s) of the week and/or time of day are best to reach you. Or call me directly at **+1 XXX.XXX.XXXX**, Monday through Friday, 8am-5pm Central, and we'll schedule an appointment. I look forward to speaking with you soon.
>
> **Sincerely,**

*Suggested wording for e-mail for a customer with *existing VPN service* with AT&T

Dear First Last

I would like to introduce myself as a member of your AT&T account team, specializing in delivering an exceptional network experience to your business.

I'd like to meet with you and your team to conduct a network assessment and discuss your business needs. We can review your network's current performance and discuss projects and issues that we may be able to help support.

AT&T has more resources and services to offer you than ever before, and I look forward to the opportunity to help you meet your business challenges. AT&T offers a broad spectrum of services that can help:

- make you more efficient
- provide you with the most secure and scalable network
- make network management easy
- deliver the speed/bandwidth to support your applications
- support local and global connectivity to reach all your business locations

Please e-mail me at **XXXXXX@att.com**, and let me know what day(s) of the week and/or time of day are best to reach you. Or call me directly at **+1 XXX.XXX.XXXX**, Monday through Friday, 8am-5pm Central, and we'll schedule an appointment. I look forward to speaking with you soon.

Sincerely,

*Suggested wording for follow-up e-mail

Dear First Last

Thank you for taking the time to speak with me today. I appreciated hearing more about your organization and what you'd like to achieve with your network solution. I am confident that we can deliver an exceptional network experience to your business, with services that can help:

- make you more efficient
- provide you with the most secure and scalable network
- make network management easy
- deliver the speed/bandwidth to support your applications
- support local and global connectivity to reach all your business locations

I look forward to speaking with you again on **XX/XX/XX**. As discussed, I will call you at **(XXX)XXX-XXXX** and introduce you to the rest of the account team.

In the meantime, you can call me directly at **+1 XXX.XXX.XXXX**, Monday through Friday, 8am-5pm Central, or e-mail me at **XXXXXX@att.com**. Thank you again for your time.

Sincerely,

Note: You may also wish to copy other members of the account team on your e-mail message.

Opportunity Qualification

These questions target the "big picture" of what the customer wants to achieve, with a focus on the primary indicators of a good target for VPN services. Customers exhibiting several of the traits below are good candidates for further discussion.

- How are your business locations connected today?
- What is the nature of those locations? Retail stores? Factories? Distribution centers? Remote workers?
- Do you have international locations that you need to connect to your domestic sites?
- What plans do you have to add new business locations? (either through growth or acquisition)
- Are you having issues supporting your business' bandwidth requirements?
- Is your current solution delivering satisfactory performance for the applications you support? Do you have additional applications planned that would introduce new strain on the network?

The following is a more detailed set of questions that may be helpful if you have a customer willing to spend more time discussing their situation and/or for use during a follow-up discussion.

- What types of locations are you connecting?
  - Are these retail locations, branch offices, distribution centers, call centers, etc.?
  - Do you also enable employees to work from home or remotely?
  - Where are your locations? (domestic only, international)
  - Could growth and/or acquisition activity impact these locations?
  - What are the site characteristics? (number of sites, number of users per site)
- How do you connect sites to one another?
  - Is public IP acceptable? (You want to understand the customer's security, regulatory, and cost pressures that may drive one type of network over another.)
  - What's your preferred management model? Do you want to manage your own gear, or would you like us to manage it for you? (We can also mix and match management models from site to site.)
  - What are your requirements in terms of disaster recovery and continuity of operations?
  - What would happen if site-to-site connectivity was lost?
- How do you connect to the Internet?
  - How does traffic flow on your network today?
  - Do you have a centralized connection at your headquarters site, or does each location have its own Internet connection?
  - How important is the Internet to your business? What would be the logistical and financial implications if that connection went down? How much downtime is acceptable?
- How do you support voice conversations?
  - What voice platform and PSTN access do you have today? Is your platform consistent across all locations (including any call centers)?
  - Do you have a vendor preference? (Cisco, Avaya, Microsoft, Shoretel, etc.)
  - Have you recently invested in voice equipment that you would like to preserve? (PBX, Voice Mail, IP Phone, POE switches, etc.)
  - What changes do you anticipate in landline calling?
  - What would happen if your voice communications went down?
- How are you supporting collaboration and virtual meetings?
  - Tell me more about how you use voice and collaboration/Unified Communications.

Elevator Pitch

If you have an opportunity to briefly describe our services to the customer, here's a succinct way to convey our value proposition for network services.

> AT&T offers a broad portfolio of network services, from the most basic to the most advanced connectivity to give you efficient, scalable options to connect any of your sites together - domestic or international.
>
> We offer a wide range of bandwidth options to help with your growing data needs. And we have introduced several new offers recently which make our service more cost-effective than ever.
>
> Our network services are the foundation for our customers' connected businesses. We deliver integrated solutions like collaboration tools and mobile apps over the network, then build on that foundation by layering on capabilities like network-enabled cloud and security. That's how we are helping customers transform their businesses.

The following are several key differentiators for AT&T:

The AT&T Enterprise Network – The Heart of the Connected Business
- The Nation's Largest 4G Network
- 14 Million AT&T Connected Devices
- $22 Billion Invested in the U.S. in last 5 Years – more than any other public company
- 940,000 Miles of Network Fiber

Local & Global Reach – A Global Communication Ecosystem
- MPLS Services: 182 Countries
- Enterprise-Class Data Centers: 38 Worldwide
- Wireless Voice Coverage: 225 Countries
- Wireless Data Coverage: 205 Countries

Performance Meets Possibility - A Powerful Platform
- Cloud & Hosting
- Applications
- Network
- Mobility

Reliability & Disaster Recovery – An Efficient Operating System
- Natural Disaster Response Team
- Global Network Operation Center
- AT&T Business Continuity Services
- The World's Most Reliable Network

Security & Compliance – A Highly Secure Commerce Network
- Core Network Protection
- Private Network Threat Protection
- Internet Threat Protection
- End-User Threat Protection

The Network of the Future – An Innovation Culture
- AT&T Labs: 135 Years of Innovation
- AT&T Foundry: Accelerating Technology
- Average 2 Patents Every Day
- 8 Nobel Prizes in AT&T Heritage

Handling Resistance

These are a few common objections you may encounter when trying to set an appointment with a customer, along with suggested responses.

Objection	Response

We're currently with provider XYZ, and we're happy with that solution.	• That solution may be working for you today, but will it continue to meet the changing needs of your business?
	• We offer an integrated platform that includes not only a portfolio of network services, but also mobility, cloud & hosting, and application services.
	• We have a global support model that delivers both simplicity and efficiency.
	    o Simplicity: global customer support centers, multiple language support, dense coverage within regions, single point of contact across regions
	    o Efficiency: integrated service delivery for seamless service, best-in-class carriers bonded across AT&T global network, integrated SLA management, critical situation management

We've built our own solution, and we're happy with it.	• That solution may be working for you today, but will it continue to meet the changing needs of your business?
	• Some of the downsides of a multi-network model:
	    o may not be the most cost-effective
	    o may not deliver equivalent performance; can increase your downtime by up to fivefold
	    o may make implementation of VoIP or mobile integration more difficult
	    o may increase your security exposure
	    o may result in poorly-performing applications
	• Some of the advantages of an MPLS network:
	    o Meshed Network
	    o Built-in Disaster Recovery
	    o Class of Service
	    o Application Aware
	    o Scalability
	    o Any-to-Any Connectivity
	    o Reliable and Secure
	    o Service Level Agreements

We're still under contract with another provider.	• We offer an integrated platform. In addition to your current provider's network portfolio, do they also offer mobility, cloud & hosting, and application services?
We've considered AT&T before, but you were too	• AT&T is still the market leader, with the best product. • We want the business as much as anyone else and are willing to work to

expensive.	earn it.
	• We've been working hard to ensure our prices are competitive. If it seems like our service comes with a premium, it may be due to the fact that other providers aren't quoting you a like-for-like solution.
	• We may not ultimately have the lowest price, but we are known for delivering the best performance.
I'm not really the person who makes those decisions.	• I understand. Who does make those decisions for your organization? Can you put me in touch with them, so I can demonstrate how we can help you…
	• I understand that this is something you'll want to decide together. Are there any questions you expect that he/she will have, so we can be more prepared to have that conversation?
We're in the middle of another big project and aren't ready to make any other changes.	• That's understandable. Many of my customers initially feel the same way. But what I've found is that when most people hear more about what we can do, they realize that this is something they need to make a priority. Based on what we've discussed, I feel confident that you'd see real value in our solution. Let's set up some time to talk a little more and think about an appropriate timeline.
We've had problems with AT&T in the past. (examples: billing, installation delays, service issues)	• We have invested human resources and capital to improve our billing and support models. We also have an improved online account management experience with our AT&T BusinessDirect platform, to help minimize billing issues and resolve those that do occur.
	• Our installation times have greatly improved, and we continue to make that a priority.
	• We're investing billions of dollars in our network to improve our performance and the end-user experience.

Additional Reminders

Conversations with current and former customers may uncover past issues. Be sure you acknowledge those issues by doing the following: Restate the customer's concerns. Note them. Understand them. Are they current problems? Past problems that were unresolved from the customer perspective? Past problems that – though addressed – left a bad impression?

Take ownership of current problems to the extent possible. You work in sales, and your focus is on acquiring new revenue. However, don't underestimate the opportunity to build trust with your customer by helping to resolve an issue. You do have internal AT&T contacts and resources that you can bring to bear in resolving problems.