

Samsung Wireless Enterprise – SMB Communication Solutions

SMB Communication Solutions Sales Guide

Leaders in Mobility and Connectivity

Samsung has been a leader in telecommunications for more than 20 years. With unsurpassed strength in consumer electronics, smartphones, digital media, computers and networks, we are ideally placed to address the challenges and opportunities presented by BYOD, mobility and networking needs of today's organizations. Designing communication solutions that accommodate user's preferences is the best way to boost productivity, drive efficiency and control costs. That's why we already make it easy to integrate smartphones with Samsung phone systems and powerful unified communications (UC) applications that further close the gap between fixed and mobile communications.

What you should focus on:

- Industries such as Education, Financial Services, Retail, Hospitality and Healthcare
- Understanding prospect's business model and how Samsung's solutions can help increase competitive advantage
- The growing challenge of BYOD
- Benefits of vendor/manufacturer consolidation

Who to talk to:

- Owner/Partners
- Financial Managers
- Director of Operations
- Controllers
- Supervisors
- Managers



Interview Questions:

1. What are your current issues/needs?
2. What are your current business processes? And what type of technology has proven successful in the past?
3. Are you involved in the implementation or management of voice and data technology?
4. Who else is involved in the purchase process?
5. Do you think voice and data infrastructure as a cost that your firm needs to manage or as an opportunity to do something new and different in your industry?
6. How many employees do you have?
7. Do you or your employees travel or work remotely?
8. Do you provide your mobile or other personal number if you need to be reached while out of the office?
9. Do you have a single voicemail box for the entire company? Can it hold a certain number of messages?
10. How many calls do you receive/make a day? How do you typically handle your calls?
11. What are the key criteria your company is using to evaluate vendors? What other solutions are you considering?

SMB Solutions Benefits:

- **Flexibility:** Enhance personnel efficiency and responsiveness through extension of desktop features to a smartphone, integration of mobiles with presence and the ability to manage personal and work calls separately.
- **Scalability:** All-in-one platforms suitable for growing SMB, ranging from 10-480 users per system. For Samsung OfficeServ, 99% of all features and functionality are available across all models; even the smallest model supports all system features.
- **Low total cost of ownership:** Built-in mobility as a standard feature, no extra fees for software upgrades or patches and no software licensing renewal.
- **Simplicity and reliability:** Stable and financially sound one point of contact for your communications infrastructure, coupled with OfficeServ's plug-in slot architecture makes system's deployment easy and cost effective.
- **Investment protection:** All platforms support the same phones, soft phones and wireless devices, when migrating between models for growth, coupled with one of the best warranties in the industry make.

Tips and important considerations:

- Be friendly, smile and always project a positive, professional, and confident attitude.
- Plan the questions you'll ask to identify the concerns, needs, wants and interests. Identify the impact of these needs or issues and discuss the potential alternatives available.
- Discover what is driving the purchase, in other words, the number one reason that your prospects will buy from you.
- Your presentation should outline the features and benefits to match the key needs/concerns of your prospects.
- Never mention cost at the beginning of your presentation. Let your prospects understand the return of investment and how it relates to current expenses.
- Consider objections as points of interest. Think ahead to anticipate objections. Samsung provides you with Competitive Sales Sheets that will help you identify strength and weaknesses that competes with Samsung SMB Solutions. You will seem more professional and up-to-date as well as more confident and competent. For more, go to GSBN Sales and Marketing Tools.
- Provide references from similar organizations and case studies that help illustrate how you have helped other companies create competitive advantages.

Key Features and Functions:

- The OfficeServ 7000 IP-PBX family includes five (5) all-in-one platforms suitable for growing SMBs, ranging from 10-480 users.
- Up to 99 systems can be networked to support nearly 48,000 users, locally or geographically distributed
- Software upgrades at no extra cost
- Secure remote administration
- Mobile extension integration
- Remote IP extensions without VPN requirements
- Call center monitoring and reporting
- Voice mail delivery to e-mail
- Hundreds of built-in phone system features, including more advanced features at no extra cost – UCD, call queuing, UCD reporting, 5-party ad-hoc audio conferencing and multiple languages, built-in Hotel/Motel feature.
- Wide range of endpoints: IP desk phone, digital desk phone, PC softphone, Smartphone softphone. Also support analog desk phone and 3rd party SIP phone.
- Works with a variety of trunk types: PRI/T1, Analog Trunks and SIP Trunks
- 5-year warranty

Samsung SMB Solutions include:

- OfficeServ 7000 Series phone systems
 - Supports up to 16 users | OfficeServ7030
 - Supports up to 32 users | OfficeServ7100
 - Supports up to 64 users | OfficeServ7200-S
 - Supports up to 128 users | OfficeServ7200
 - Supports up to 480 users | OfficeServ7400
- Office Desk Phones:
 - Samsung SMT-I Series IP Phones
 - Samsung Digital Phones
- Unified Communications Solutions:
 - WE VoIP
 - Samsung Call Management Suite (CMS)
 - Samsung Contact Center (SCC) Pro
 - OfficeServ Communicator (softphone) and Messenger
 - OfficeServ Operator
 - OfficeServ Link and OfficeServ EasySet
 - OfficeServ Call
 - OfficeServ TSP
 - OfficeServ IP-UMS
- Leasing/Rental options
- Dedicated support

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