

## SIP Trunking for Sales and Marketing professionals

---

### Overview

Despite its cumbersome name, SIP trunking has become one of the hottest services in telecommunications worldwide. Within industrialized countries, nearly 40% of medium to large businesses have already deployed SIP trunking to some degree (Infonetics Research, October 2009). Small to medium enterprises are deploying the service at an even faster rate, with the compounded annual growth rate for SIP trunking services expected to remain at 89% for the next two years. To effectively participate in the SIP trunking boom, sales and marketing professionals need to understand the opportunities and techniques required to succeed. The SIP School™ is 'the' place to learn all about SIP (Session Initiation Protocol) and prepare you for the marketplace. There is so much information about SIP on the Internet that is both hard to read and poorly presented that it is difficult for people to learn about this most important protocol. So The SIP School™ with its lively, clear and fully animated eLearning program has become the only place to enroll to learn about SIP and SIP trunking prepared exclusively with the sales and marketing professional in mind.

### Who would benefit?

Everyone...! This training is designed to suit anyone involved with the marketing or sales of SIP trunking such as: Manufacturers of IP PBX and IP Phone equipment, SIP Security equipment manufacturers, SIP Trunk service providers and Carriers, Network Design specialists, Sales and Marketing personnel working with VoIP equipment and services; all of these will benefit from this program.

Please note, that even with an initial focus on the SIP trunking market in the USA, the course principles are applicable to SIP trunking markets globally and other examples regarding other countries will be included over time.

### What's in the training program?

Once you've purchased an access license for this course you'll have access to three modules. You can work through the modules in order or simply choose the ones you are most interested in. The modules are listed in more detail further on in this document.

Please note, that the SSCA® training course is designed to teach all the technical aspects of SIP that are not in the scope of this course and this can be purchased separately on The SIP School™ web site.

### How long will it take to work through?

Total Running time for this course is approximately 2 hours from the start to finish. This does not include study time for the STCA™ or the taking of the STCA™ final test itself.

### Become a "SIP Trunking Certified Advocate" or STCA™

The SIP Trunking for Sales and Marketing professionals training program is accompanied by the STCA™ Certification test.

To prepare for the certification test, each module has its own 'mini' quiz at the end to help delegates 'gauge' how well they are doing.

## Modules and Content

---

- The SIP Trunking Marketplace
  - What is SIP trunking?
  - What are the value propositions afforded by SIP Trunking?
    - How do the values afforded by SIP trunking differ in various countries and regions around the world?
    - Can SIP trunking provide additional value in addition to lowering telecommunications operating costs?
  - SIP Trunking Competitive Landscape
    - Who are the major providers of SIP trunking services (Internet Telephony Service Providers)?
      - USA
      - Elsewhere
    - Are the major Local Exchange Carriers (LECs) or Interexchange Carriers (IXCs) significant providers of SIP trunking?
    - SIP Trunking service provider models
      - Dedicated Bandwidth
      - MPLS
      - Hosted PBX
      - Bring Your Own Bandwidth (BYOB)
    - Pricing Models and Service Packaging Approaches
      - Bundled Services
      - Unbundled usage sensitive services
      - Local Services
      - On-Net Services
      - 911/999 Emergency Services
      - 411 and Directory Services
      - Porting
      - Local Number Assignment
      - International Number Assignment

# SIP Trunking Service Development and Management

---

- Creating your Unique SIP Trunking Service Offering
  - Know your marketplace and prospective customers
  - Define your target customers
    - Residential?
    - SOHO?
    - SMB?
    - Enterprise?
    - Government
      - State and Local
      - National
    - Know the competition – both locally and nationally or internationally
    - Know your technical constraints
    - Network node deployment
    - Soft switch functionality and scalability
    - Billing system capabilities
    - Carrier partners
  - Know your Cost of Goods Sold (COGS)
    - You cannot price effectively and be profitable if you do not know COGS
    - Carrier costs are highly fluid – How do you stay ahead of them?
    - Customer Service and Support
    - Hours of Coverage
    - Automated versus Personnel
      - Telephone
      - Trouble Ticketing System
      - Automated Order Entry
- Promoting your SIP trunking offering
  - White papers
    - Website
    - Webinars
    - Special Promotions
  - Leveraging other lines of business or partners

## Selling SIP Trunking Services

---

- Identifying your target “Sweet Spot”
  - Number of locations?
  - Number of PRIs or dedicated connections?
  - Volume of minutes per month?
  - Minimum current telephone bill?
- Identifying what you DO NOT want
  - Autodialers and predictive dialers
  - Other high volume, short duration, low profit opportunities
- Interpreting the customer’s status quo
  - Reviewing a bill for “hard” cost savings
  - Identifying areas of “soft” savings
- Uncovering areas of added value
- Creating a cost savings/Return on Investment (ROI) model
- Proof of Concept and Pilot Offerings
- Overcoming Objections and Frequently Asked Questions
- Closing the Sale
- Keeping the Sale