Overview

To effectively participate in the Unified Communications, Hosted PBX and 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 and Cloud based communications and prepare you for the marketplace. There is so much information about SIP Trunking, Cloud and UC services on the Internet that is both hard to read and poorly presented that it is difficult for people to learn about these most important services. 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 Cloud Communication services - prepared exclusively with the Sales (and marketing) professional in mind.

Who would benefit?

Everyone…!

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

Note 1: Even with an initial focus on the SIP and Cloud services market in the USA, the course principles are applicable to markets globally. Examples for Canada the UK and other selected countries are included.

Note 2: All prices and service offering examples shown in the program are subject to change by the companies highlighted. The SIP School™ is not responsible for these offerings and pricing thus for accurate information, 3rd parties should be contacted directly. The SIP School™ includes the examples to highlight the service offerings available and their diversity.

What’s in the training program?

Once you’ve purchased an access license (valid for 12 months) for this course you’ll have access to four modules (and a 5th ‘optional’ module). 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 and a demo is available on this website as well.

How long will it take to work through?

Total Running time for this course is approximately 3 hours 45 minutes from the start to finish. This does not include time you spend working with the spreadsheets, the optional module, study time for the SSSP™ or the taking of the SSSP™ final test itself.

Become a “SIP School Sales Professional” - SSSP™

The SIP and Cloud - Advanced Sales training program is accompanied by the SSSP™ 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.
Module 1:

UC, Hosted (Cloud) PBX and SIP trunking in the marketplace

Module times
- Running time = 75:11 minutes
- Quizzes = 7 minutes
- Total = 82:11 minutes

Topics:

1 The Marketplace
2 Why you and not them?
3 Module Summary
   4 What is Unified Communications
   5 Value propositions
   8 What’s happening?
   12 Cloud ‘types’
17 Marketplaces for Hosted (or Cloud) PBX
   18 The move to Hosted PBX
   19 Hosted PBX features
   20 Hosted PBX (more) features
   22 Other organizations
   24 Value propositions
   30 Pricing models
   33 Mobility and the Cloud
   35 Mobility and Cloud - example
   36 Cost Justification for the Cloud
   37 Look at all the elements
17 Marketplaces for SIP Trunking
   44 SIP Trunking
   45 What is SIP Trunking?
   50 Value Proposition
   62 The ‘Competitive' Landscape
      63 SIP and Cloud 'Landscape' - US
      64 SIP and Cloud 'Landscape' - Canada
      65 SIP and Cloud 'Landscape' - UK
      66 SIP and Cloud 'Landscape' - Global
      67 The Future Landscape?
   68 Microsoft Teams
   69 Teams and Connectivity
   70 Cisco and Webex
   71 MS - Cisco and More!
Module 2:

Additional Services and Opportunities

Module times
- Running time = 29.57 minutes
- Quizzes = 7 minutes
- Total = 36.57 minutes

Topics:

1 Additional Services and Opportunities
2 Module Summary
3 GDPR and HIPAA
   4 GDPR
   5 GDPR Requirements
   6 Take advantage of GDPR
   7 HIPAA compliance
   8 Use compliance to your advantage
4 SD-WAN
   9 SD-WAN
   10 WAN Optimization, Hybrids and SD-WAN
   11 SD-WAN explained
   12 SD-WAN explained (contd.)
   13 Who 'controls' the SD-WAN?
   14 SD-WAN example
   15 SD-WAN 'Device' example
   16 SD-WAN 'thoughts'
   17 SD-WAN Market
   18 Will you offer SD-WAN?
5 The Cloud and “Anything as a Service”
   19 Pizza as as Service
   20 IaaS / PaaS / SaaS
6 CPaaS and APIs
   21 What is an API?
   22 Communications API example
   23 The CPaaS marketplace
26 Module Summary
27 Additional Services and Opportunities
Module 3:

Service Development and Market Management

Module times
- Running time = 34:33 minutes
- Quizzes = 7 minutes
- Total = 41:33 minutes

Topics:

1. Service Development and Market Management
   2. Overview
      3. Overview (contd.)
      4. Sales v Marketing?
      5. Wise words
      6. Marketing tasks
   7. Areas of Coverage
      8. Areas of Coverage
   9. Create a Unique Service offering
      10. What you need to do
       11. Growth prediction
       12. Why are you doing this?
       13. Keep your customers
       14. Diversification
       15. More Detail
   16. Define your Service offering
      17. Dedicated and / or Hosted?
      18. BYOB?
      19. Session Border Controllers
      20. All models?
   21. Define your Target Customers
      22. Defining Target Customers - the detail...
   23. Understand your Competition
      24. What's their Coverage?
      25. F.U.D.
      26. It's a fight...!
   27. Your Technical Capabilities
      28. Buying Decisions
      29. Choose your Platforms
      30. Softswitch
      31. Session Border Controller (again!)
      32. Billing system
      33. Trouble Tickets
      34. Carrier Partners
      35. Multiple locations?
   36. Dedicated and / or Hosted?
      37. Quizlet
   38. Understand your COGS
      39. Always get your COGS right...!
      40. COGS Definition
      41. Carrier COGS
      42. Pricing carefully

43. Customer Service and Support
44. Support Availability and Methods
45. Support them and keep them
46. Great support wins business
47. Quizlet
48. Promote your Service offerings
49. Get a great Website
50. Use the Press
51. More Detail
52. Calls and Webinars
53. Trade shows
54. Promotions
55. Quizlet
56. Support your Sales Channel
57. Give them the tools for the job...
58. Training is important
59. Return on Investment model
60. Support them and keep them
61. Sales Incentives
62. Module Summary
63. Module Quiz
64. The End
Module 4:

Selling Unified Communications, Hosted PBX and SIP Trunking Services

Module times
- Running time = 55:49 minutes
- Quizzes = 7 minutes
- Total = 62:49 minutes

Topics:

- 1 Selling UC, Hosted PBX and SIP trunking
- 2 Module overview
- 3 Module overview (contd a)
- 4 Module overview (contd b)
- 5 Module overview (contd c)
- 6 Establish the ‘sweet spot’
- 7 Overview
- 8 Are call minutes or ‘spends’ for you?
- 9 Relating PBX or ‘minimum’ minutes
- 10 Are ‘verticals’ for you?
- 11 Geographic areas a consideration?
- 12 Think differently
- 13 Laser NOT Shotgun
- 14 Quizlet
- 15 Avoid Potential Landmines
- 16 Why are you doing this?
- 17 Autodiallers and Predictive diallers
- 18 Watch ‘Carrier Partner’ costs
- 19 High Maintenance clients
- 20 Interpret the Status Quo
- 21 Check the customers bill
- 22 Ask ‘open’ questions
- 23 Look for ‘soft savings’
- 24 Hidden savings
- 25 Overcoming the “Status Quo”
- 26 Quizlet
- 27 Finding ’Added Value’
- 28 Benefit of Multiple locations
- 29 Benefit of Multiple locations (contd)
- 30 Disaster Recovery and Redundancy
- 31 Case Study, Wimbleden
- 32 Premises vs Cloud - What to sell?
- 33 What does your client need?
Extra Module

MPLS, Virtualization and NFV (VNF)

Module times
- Running time = 12:12 minutes
- Quizzes = 0 minutes
- Total = 12:12 minutes

Topics:

1. MPLS, Virtualization, NFV and VNF
   2. MPLS, basic explanation
   3. MPLS Label Format (in a WAN/PPP frame)
   4. MPLS in a MAC (Ethernet) frame
   5. MPLS Example network
   6. MPLS Example Network (cont'd.)
   7. MPLS Benefits
   8. Your own “Private WAN“
   9. Not the only client
10. Voice and Data not mixing?
11. Separate MPLS networks
12. Virtualization
   13. What is Virtualization?
   14. Virtual Machines
   15. Emulation
   16. Virtual Machines (Summary)
17. Network Functions Virtualization and VNF
   18. NFV and VNF explained
   19. VNF example
20. End of Module