



AVAYA CLOUD OFFICE® BY RINGCENTRAL

Sales Playbook

October 3, 2023

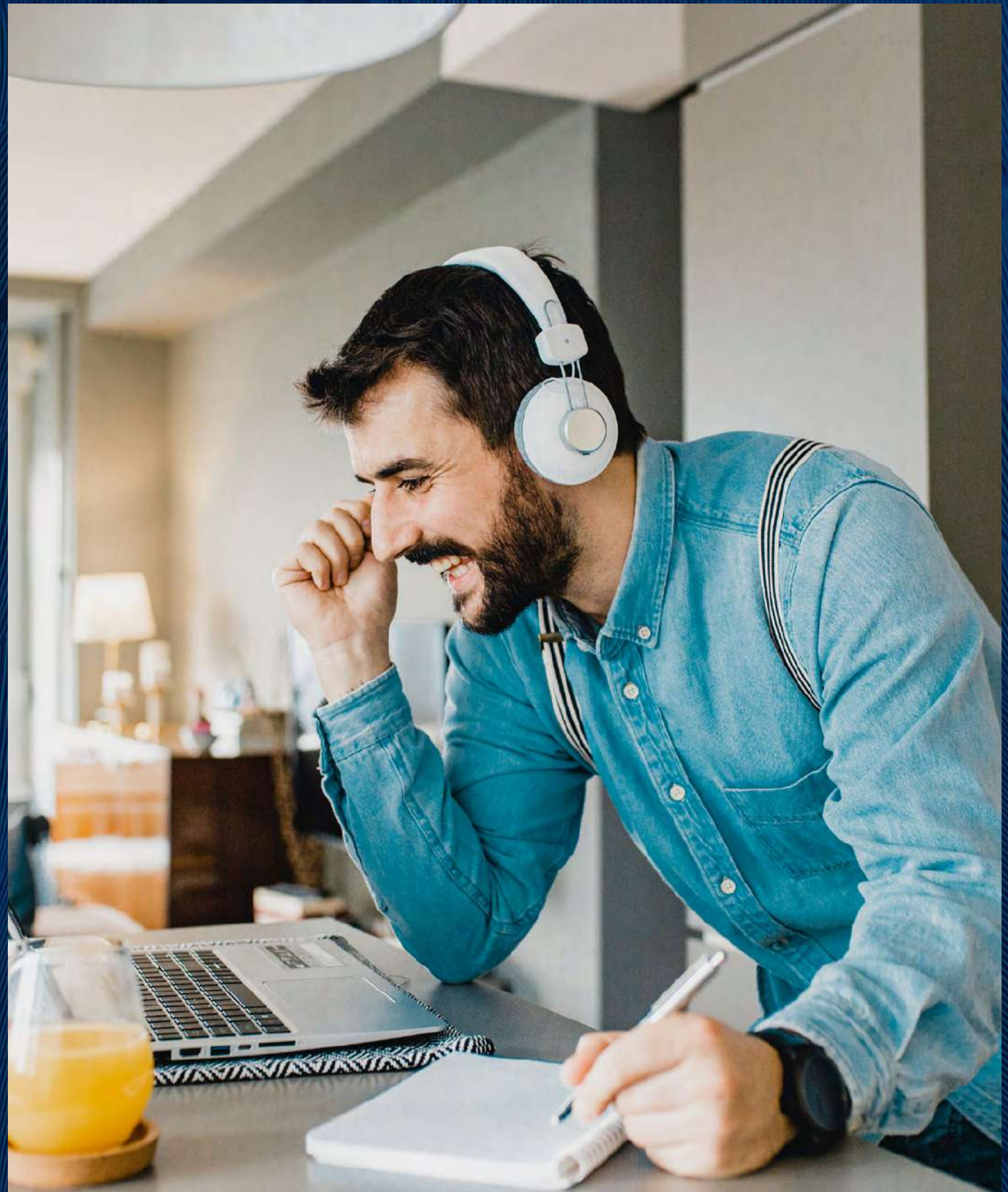


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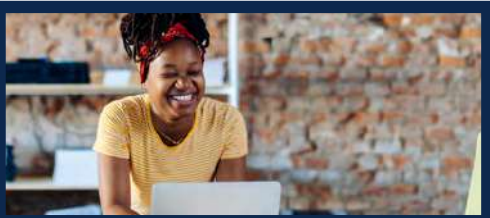
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Introduction

Meet Avaya Cloud Office

Avaya Cloud Office places the user in control of their communications and delivers a unified communications experience that's intuitive and accessible from a phone, a browser or any mobile device. You can chat with colleagues, make and receive calls, plan and join meetings, collaborate with screen sharing and video, all from a single interface. Keep your teams on-track with file sharing, task management and virtual team rooms. One click is all it takes to start a call, join a meeting, contribute to a team chat or share content.

Avaya Cloud Office is available in 15 countries, over 45 Global Office countries and International Virtual Numbers can be established in over 100 countries worldwide.

Objective

This document can help you effectively position Avaya Cloud Office and win deals. Use the information, links, and structured sales plays you find here to prepare your sales strategy.

Strategy

Avaya Cloud Office is a highly competitive option for anyone considering a public cloud solution, whether they are an existing Avaya customer, on a competing premise or cloud platform. It offers what customers expect today from a modern public cloud UCaaS solution.

Lead with Avaya Cloud Office to modernize customers that want to move to the cloud now. For those that want to update their solution but remain on a premises-based solution, direct them to IP Office.

Leverage our extensive set of existing materials that can help you build your pipeline, qualify leads, and turn them into successfully closed deals. Some of the best resources to start with are listed below:

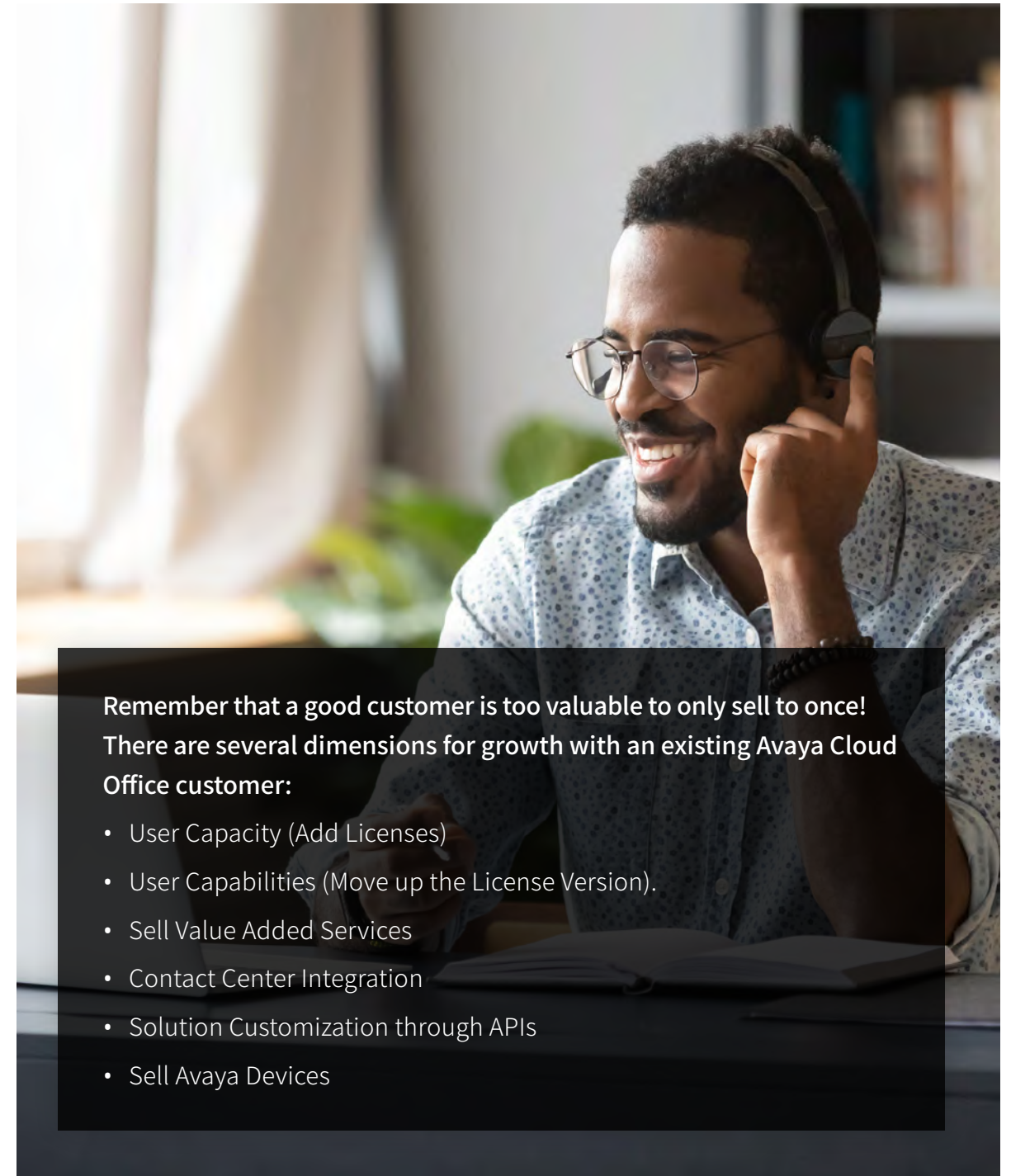
- [Quoting and Ordering Sales and Partner Portal Landing Page](#)
 - [Quote, Request Signature, Order Upload: Direct/Indirect-Agency](#)
- [Avaya Cloud Office Marketing Asset Guide](#)
- [Avaya Cloud Office WinKit Playbook – Net New Acquisitions](#)
- [Avaya Cloud Office Mutual Plan](#)
- [Avaya Cloud Office Sales Quick Reference Guide](#)
- [Frost & Sullivan Avaya Cloud Office Sales Positioning Reference](#)
- [Rules of Engagement for Avaya Cloud Office \(North America Only\)](#)
- [Avaya Cloud Office Service Description](#)

In addition, visit the [Sales and Partner Portal](#) for a complete asset library with over 200 unique assets to suit your every selling need. Also you will find over 90 videos on the [Video Library](#) that you can learn from, and download and share with your leads.

Coordinate your entire Avaya Cloud Office sales effort:

- Begin by understanding your target customer, the various personas, pain points, Avaya proof points and the key customer messages.
- Know how to overcome inevitable objections and respond with the facts. Objections typically fall into these categories: Price, Competitive Features, and Fear/Uncertainty/Doubt (FUD), a tactic evoked by competitors to negatively bias another product or company.
- Address pricing issues by ensuring you have matched the customer's needs against the most appropriate License Tier. Feature matrixes are available on the Sales and Partner Portal for each region or country. Understand the strengths of Avaya Cloud Office using the competitive resources Avaya has made available and ensure that you have presented the customer with an accurate quote.
- A strategy call is a firm requirement for moving forward from deal registration and is enforced by Avaya's commercial tools on companies greater than 100 employees. Make sure you schedule a team strategy call and include the right people, i.e. Partner, Avaya rep/SE, Country Manager, to kick off the opportunity. Determine who leads the customer engagement, the Avaya Partner, or Avaya.

To take your opportunity over the goal line, ensure you are fully familiar with applicable customer promotions. These change on a regular basis so ensure you remain up to date by visiting the [Avaya Cloud Office Promotions Page](#).



**Remember that a good customer is too valuable to only sell to once!
There are several dimensions for growth with an existing Avaya Cloud Office customer:**

- User Capacity (Add Licenses)
- User Capabilities (Move up the License Version).
- Sell Value Added Services
- Contact Center Integration
- Solution Customization through APIs
- Sell Avaya Devices



What to Know

An All-In-One Solution: With Avaya Cloud Office, one app does it all – Call, Meet, Message and More – easy to manage, easy to control, and easy to see at a glance.

Integrated Meetings Keep It Simple and Reduce Costs: With Avaya Cloud Office, there's no need to pay for separate meeting services. Customers have license options enabling them to enjoy unlimited audio and video conferencing.

Secure, Reliable Communications: The Avaya Cloud Office's platform ensures users receive the security, 99.999% reliability (under 6 minutes of downtime per year) and coverage they need to move their business forward. Enterprise grade capabilities like multiple, globally distributed data centers, enterprise single sign-on, and flexible role and permissions for administrators ensure critical business communications remain secure and available.

Integrations that Make Sense for the Way People Work: People rely on a variety of different tools to get their work done every day: desktop apps, workflow automation, and customer relationship management from such vendors as Google, Salesforce, Microsoft and over 200 more. Visit the Avaya Cloud Office App Gallery for a complete list. With Avaya Cloud Office, these apps integrate with communications, creating a seamless experience that eliminates the need to switch between applications.

Analytics to Understand the Business: Avaya Cloud Office comes complete with an advanced call management system and analytics that allow customers to solve issues by providing details such as device type, memory usage, network strength, and more. Use the built-in reports or create custom dashboards with over 30 Key Performance Indicators (KPIs). View such metrics as utilization, missed calls, time to answer, refused calls, meeting frequency, and system Quality of Service (QoS).

Identify Your Audience

You should try and target key people in the organization who will be influential in the buying decision.

Title	What do they care about?	How can we help?
CIO - Primary decision maker	• Benefit to employees and customers • Integrating communications to enhance business processes • Connecting siloed teams, tools, workflows, and information • Requirements and support costs of the solution. • Business risk mitigation.	• By providing the best public UCaaS on the market • Pick the timing that’s right for your business • Cloud allows for always up-to- date software, get new technology improvements without a dedicated upgrade team • Pure-play cloud solution reduces provisioning, activation, and tasks from months to days • Integrate your communications into the applications and solutions that you already use today
VP IT Director - Influencer	• Driving productivity and collaboration • What is required to implement, manage, and use a new solution? • What is the cost to implement and maintain? • Manageability of my entire communications solution • What features and functions do I need in a communications solution, and which integrations are the most important • Addressing our regulatory and compliance requirements	• Integrate with today’s most popular business applications. • Microsoft Teams Integration • Pure-play cloud solution reduces provisioning, activation, and tasks from months to days. Avaya Cloud Office has achieved FINRA and HITRUST compliance for cloud providers • No upgrade cycles, updates pushed when they are available
CRO/VP of Sales - Influencer	• Easing customer and prospect communications, driving sales growth • Integration with CRM	• Integrate with Avaya Experience Platform • Integrate with today’s most popular business applications
VP/Business Unit Director - Influencer	• Driving speed, innovation, and • flexibility to solve problems faster • Improving employee and customer experiences • Integrating with everyday applications	• Automatic quarterly software updates delivering innovation without disruption. • Integrate with Avaya Experience Platform • Integrate with today’s most popular business applications
Property Management - Provides input	• How will the new system impact provisioning of spaces (conference rooms, cubicles, offices, etc.)?	• Less office space requirements, reduce expenses, innovate at your own pace
Procurement/ Finance - Influencer	• Budget, previous investments, terms and conditions	• Simple provisioning, activation, and • management of communications and • collaboration solutions • Integrate at your own pace • Reductions in telecom charges with SIP trunks and PRI can lead to 30%-40% lower TCO in the first year • Integrate communications into your current applications and solutions • Online detailed reporting

Identify Pain Points

Discovering the pain points of the customer is key to having a productive conversation based on trust and understanding.

Customer Pain Point	Value Message
I have phones, conference numbers, messaging, SMS (North America only), fax, video software, and it doesn't work well together and doesn't work on every device.	Simplify communications all in one app. Take calls, make calls, chat, work together on one app on any device, including those you already use (including specific Avaya hardware), in any location. Downloadable integrations with the most popular business applications and APIs for custom development.
I know I need cloud; I know my communications solutions could be better, but I don't want to disrupt my business.	Rip and replace is not your only option. You can move to cloud at your own pace. It is possible to deploy hybrid infrastructure, that you can keep or transition out of, when you're ready. Gateways can be leveraged, J-100 phones re-used, systems infrastructure retained in many cases. This is what we call innovation without disruption. If you're ready now to fully commit to cloud, Avaya has the available services to help you do so smoothly, with minimum disruption.
My communications solutions are out of date, and the hassle and time of keeping them running or trying something new is just too much.	Cloud makes it easy. Hands-off, worry-free upgrades, support, and administration. A quick, easy path to get started, or transition from your current solution. Automated updates for the latest technology with 24/7 award-winning support.
All this sounds good, but I worry about technology, or that I might need more support.	Trusted solutions and services, backed by communications experts. Industry leading security and high reliability to never miss a call or message.
I am currently running multiple different platforms and solutions in order to deliver the communications capabilities my business needs.	Avaya Cloud Office is an all-in-one solution that runs on any device, anywhere and anytime. It greatly simplifies communications. Everything you need, in a single app, and single vendor. Select the license tier that suits your needs and only pay for the features you want.



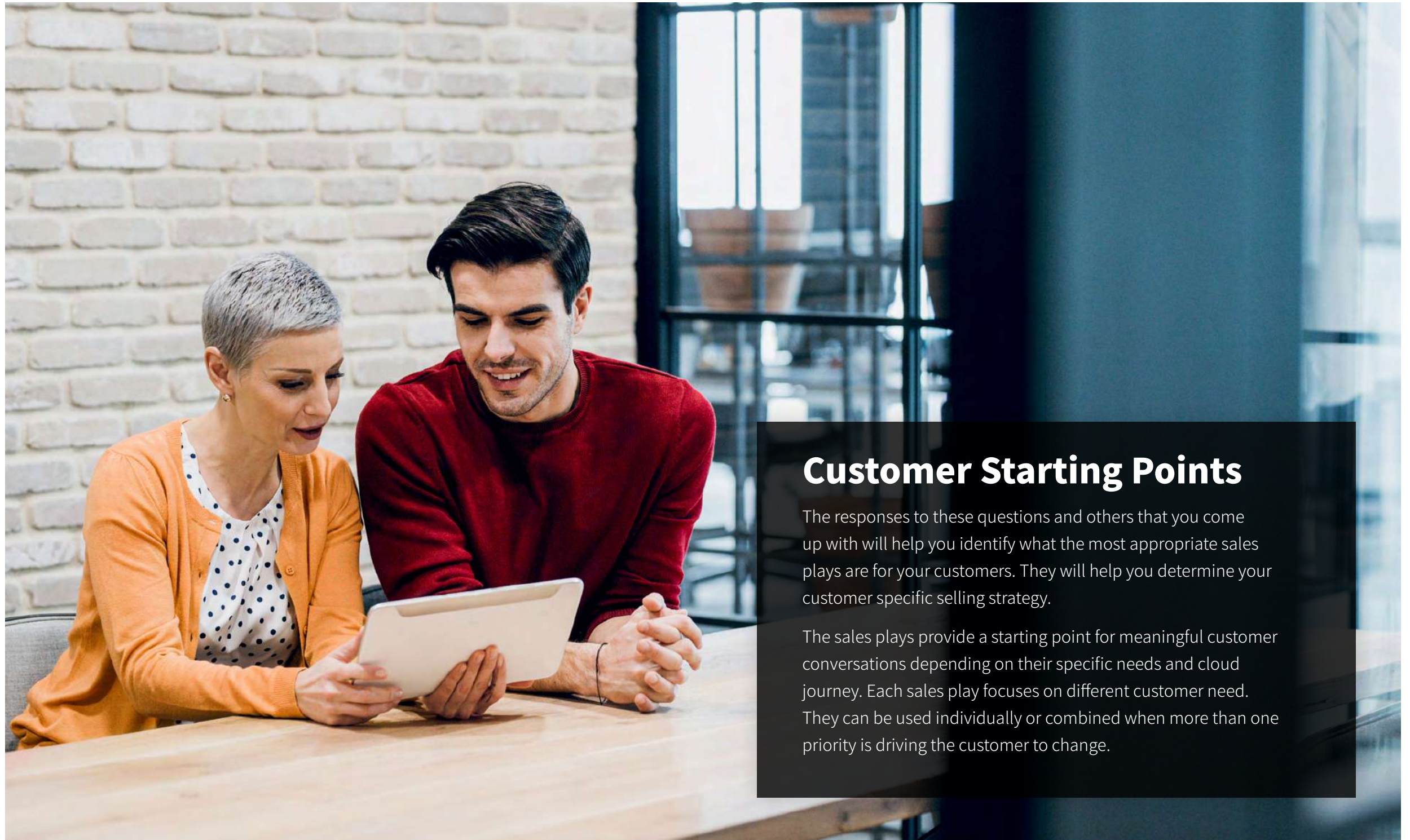


Qualify Customer Needs

Understanding your customer’s needs is largely about engaging in a conversation where the customer feels comfortable describing their business objectives and pain points. These questions should be used to help you determine which Sales Play, in the section below to use. They are meant to be conversation starters to help you get to know the customer and help define your sales strategy.

General Probing Questions

Category	Question
Business Objectives	• What business outcomes are you hoping to achieve by moving to cloud? • Describe your digital transformation goals and adoption of cloud services.
Current Solution	• Who provides your current solution? What are some things that work well? That don't work well. • Are you under contract and if so, what is the end date? • Do you have any major one-time costs, such as hardware replacement, or software upgrades, in the foreseeable future for your current system? • Are there some new capabilities or enhancements you want to implement in your current solution, but can't because of complexity and cost in an on-prem environment?
Solution Requirements	• How many users do you have? Locations? Geographic coverage? • How are your current users distributed? In offices, working remotely, working on the go? • Do you require Contact Center integration or any kind of Customer Experience functionality? • Do you require any analog lines? How many and for what? • What are your compliance / regulatory requirements? • Which of the following do you require: Calling, Meeting including Video, messaging, fax, file sharing, collaboration, application integration? • Do you want Professional Services assistance in set-up or implementation?
Decision Making	• What is your decision-making process? • Roughly how long does it take your company to make decisions? • What are your typical implementation timeframes? • Are you looking at other competing solutions? Which ones?



Customer Starting Points

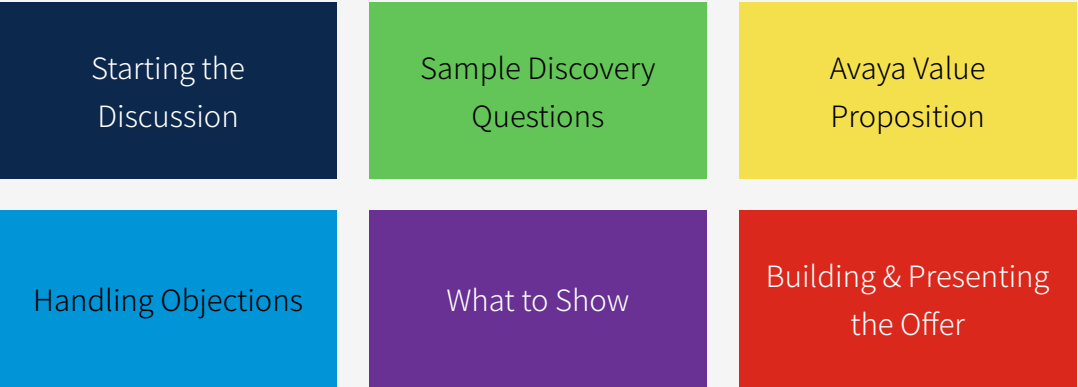
The responses to these questions and others that you come up with will help you identify what the most appropriate sales plays are for your customers. They will help you determine your customer specific selling strategy.

The sales plays provide a starting point for meaningful customer conversations depending on their specific needs and cloud journey. Each sales play focuses on different customer need. They can be used individually or combined when more than one priority is driving the customer to change.



Sales Play 1

Installed Base Migration



Many customers with premises-based solutions see the value of a cloud solution but are reluctant to take the first step because of perceived migration barriers. Avaya Cloud Office helps remove those barriers by giving customers many of the key features they depend on for their business and letting them bring forward their J-100 devices.

Starting the Discussion

Ask the customer:

- Is voice your primary use case today?
- Do you have separate applications for messaging, chat, fax, video meetings?
- What solutions are you using for your overall communications needs today?

Sample Discovery Questions

1. What telephony features are you using?
2. Do you plan to continue to use desk phones for all employees?
3. Do you understand number porting and what it entails?
4. What business applications are you currently using, and would you like to integrate them with your communications solution?
5. Do you currently have IT resources managing your communications system?
6. Are you able to attract and retain talent to your organization?

Avaya Value Proposition

- Avaya Cloud Office contains the most valued and commonly used telephony features of any cloud solution; a unique Avaya benefit that accelerates user adoption.
- Most J-100 Series Desk Phones can be reused, but they are completely optional.
- Avaya offers optional services and has teams to help you migrate. For example Customer Success Managers and Number Porting Specialists.
- Lifecycle management by Customer Success help you get the most from your solution.
- We integrate with over 200 of the most popular applications and have an open API solution for custom development.
- Upgrades are delivered automatically, your solution is kept secure, and the technically intensive aspects of managing a communications solution are done for you. You can deploy your IT resources to other projects that help move your business forward.
- Built-in robust analytics and reporting to help pinpoint issues and track usage.
- Use your business number on your mobile devices and keep your personal number private. You can also manage your call handling schedule and personal availability so you can get the downtime and privacy you need.
- Ability to communicate through calling, video meetings, and messaging provides the flexibility that employees today expect.
- More than just communications from any device, anywhere, Avaya Cloud Office provides team collaboration features that help everyone work together effectively.





Handling Objections

Objection #1 – We’re concerned about reliability; our premise solution has been rock-solid.

- **Response** – Avaya Cloud Office has a track record of 99.999% availability that is the high watermark in the industry, meaning less than 6 minutes of downtime per year.

Objection #2 – We already have messaging and video meeting from another vendor

- **Response** – Disparate environments are more expensive in the long term—it costs more to piece together a solution than to consolidate into one platform.
 - Switching between apps in a fragmented environment can waste time and reduce productivity

Objection #3 – We need telephony features such as Bridged Call Appearance, Group Call Pickup, and Park and Page. We cannot move forward without those.

- **Response** – Those features are already a part of the Avaya Cloud Office solution and work with our J-100 phones, but you will not find that in other cloud solutions.

What to Show

Links to Assets

- [Migration WinKit](#)
- [Video Snack](#)
- [Cloud Communications Successful Deployment Fact Sheet](#)
- [Migrate to Avaya Cloud Office Today](#)

Demos

- Leverage demo resources available on [Sales & Partner Portal Video Library](#)
- Become comfortable demonstrating in front of the customer
- Be prepared to show them both the user experience and the administrator experience.
- Customize by including their business issues, not just show features



Building & Presenting the Offer

Next Action

Once you've delivered the quote, make sure you follow up and ask for the customer's business. If they do not want to move forward, try to find out why.

Follow-up Plan

Assuming a successful close, stay in touch with the customer and nurture the relationship. In the near future you may be able to interest them in things like additional licenses, license upgrades to higher tiers, contact center integration, and other services.

Promotions and Incentives

- Apply the latest customer promotions and review relevant incentives for Sales Agents, Authorized Partners, and Distributors.
- Check the [Offers and Promotions page](#) for the latest updates.

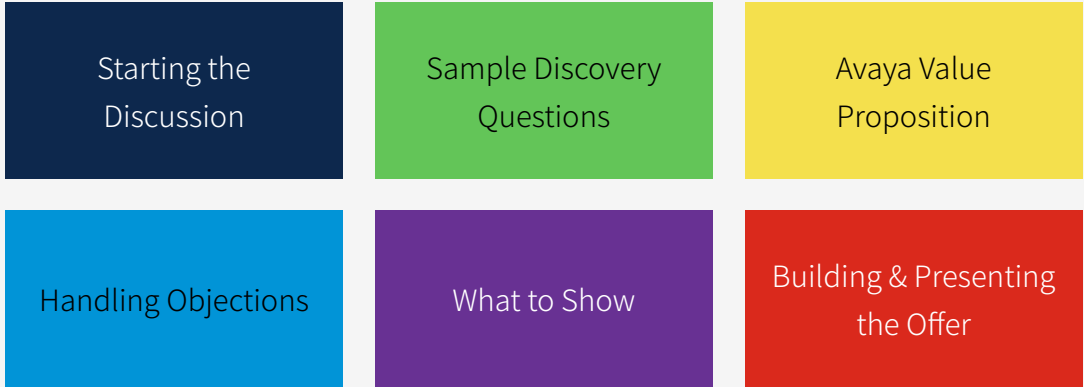
Pricing

- Obtain a quote which will have the correct pricing.
- [License pricing information](#) is also available on Avaya.com



Sales Play 2

Hybrid Workforce



Today’s workforce is a mix of local, virtual office, remote, and mobile workers. Avaya Cloud Office is highly effective at connecting this diverse workforce and helping build strong teams.

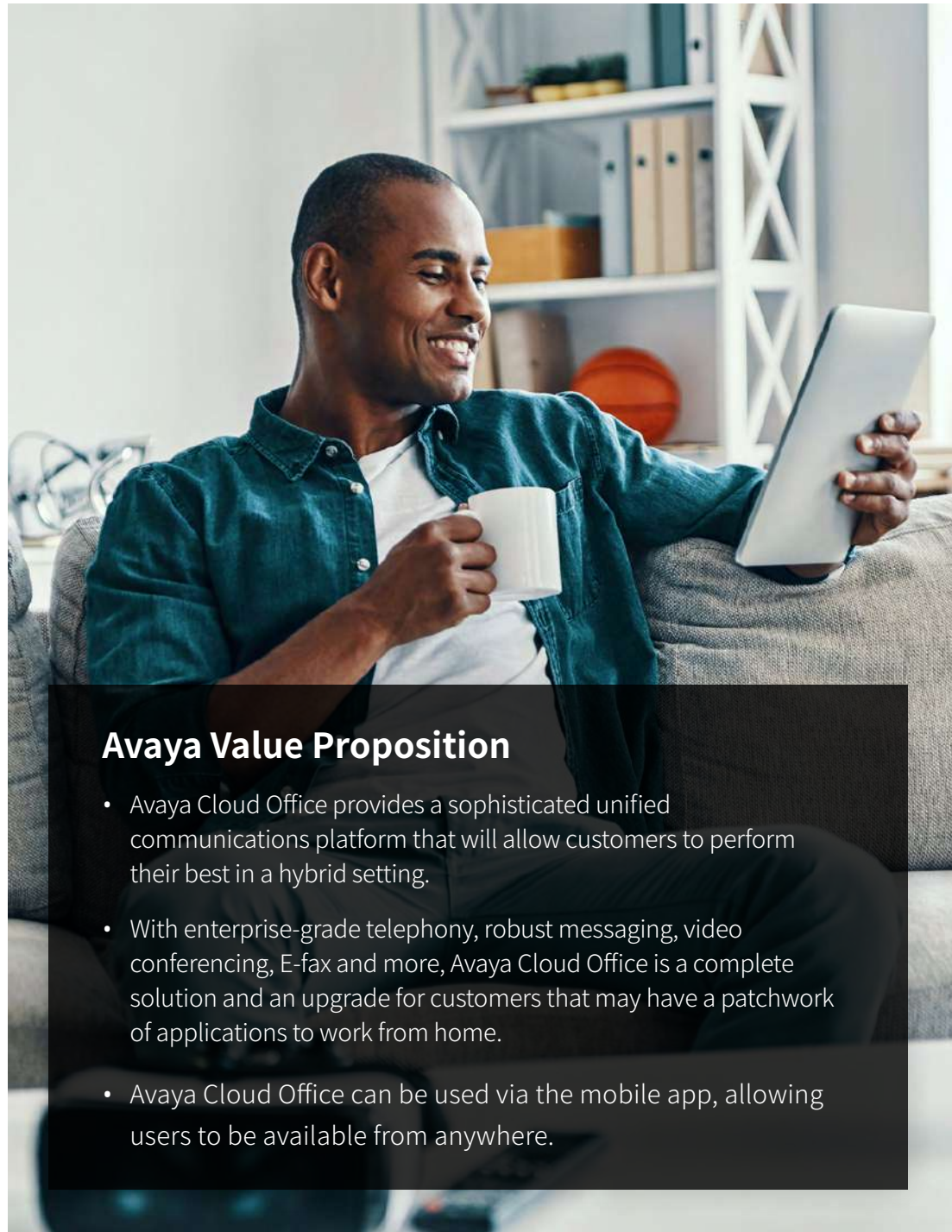
Starting the Discussion

Ask the customer:

- Do your employees want to maintain a remote or hybrid workforce model?
- What do you want to improve in your current hybrid setup?
- Have you evaluated your technology stack since implementing remote/hybrid workers?

Sample Discovery Questions

1. What kind of hybrid working arrangement does your organization have? Do some employees work fully remote or a few times a week?
2. How is your hybrid workforce evolving; what will it look like tomorrow?
3. What are you currently using to enable a hybrid environment?
4. What challenges are occurring with your current setup?
5. What are must-haves in your ideal communications platform that would help your employees succeed?
6. How do you currently track employee productivity in a hybrid/remote setting?



Avaya Value Proposition

- Avaya Cloud Office provides a sophisticated unified communications platform that will allow customers to perform their best in a hybrid setting.
- With enterprise-grade telephony, robust messaging, video conferencing, E-fax and more, Avaya Cloud Office is a complete solution and an upgrade for customers that may have a patchwork of applications to work from home.
- Avaya Cloud Office can be used via the mobile app, allowing users to be available from anywhere.

Handling Objections

Objection #1 – We prefer to continue using services like Slack and Zoom for what our existing phone system doesn't provide.

- **Response** – Disparate environments are more expensive in the long run — it's more expensive to piece together a solution than to consolidate into one platform.
 - Switching between apps in a fragmented environment can waste time and reduce productivity.

Objection #2 – Our needs have changed a lot. We don't want to get locked into the wrong thing and need flexibility.

- **Response** – Avaya Cloud Office eliminates the need for large, upfront CAPEX investments. Every quarter, the solution is automatically updated with new features, security enhancements features, and more.
 - Avaya Cloud Office grows as you grow, and at any time you only pay for what you need.

Objection #3 – We don't want employees using their personal numbers to do business.

- **Response** – Avaya Cloud Office uses your business number on all devices to maintain professionalism without compromising mobility.

What to Show

Links to Assets

- [Unrecognizable Collaboration: How Teams Work Together, from Everywhere](#)
- [Frost & Sullivan Mobility Powering Hybrid Future of Work](#)
- [Work From Anywhere: Rapidly Enable Remote Workers Presentation](#)
- [Webinar: Work From Anywhere](#)

Demos

- Perform a live demo highlighting:
 - Mobile app and connection to desktop app
 - Desktop Client and ease of use
 - Video conferencing – host virtual demos in Avaya Cloud Office
 - Messaging
- Utilize video resources from Sales and Partner Portal



Building & Presenting the Offer

Next Action

Ask for the customer's business. If they do not wish to move forward, try to overcome any objections, or renegotiate pricing if required.

Follow-up Plan

Keep in touch and follow up with customer for potential upsells such as devices, license upgrades, contact center integrations, or seat quantity increases.

Promotions and Incentives

- Apply the latest customer promotions and review relevant incentives for Sales Agents, Authorized Partners, and Distributors.
- Check the [Offers and Promotions page](#) for the latest updates.

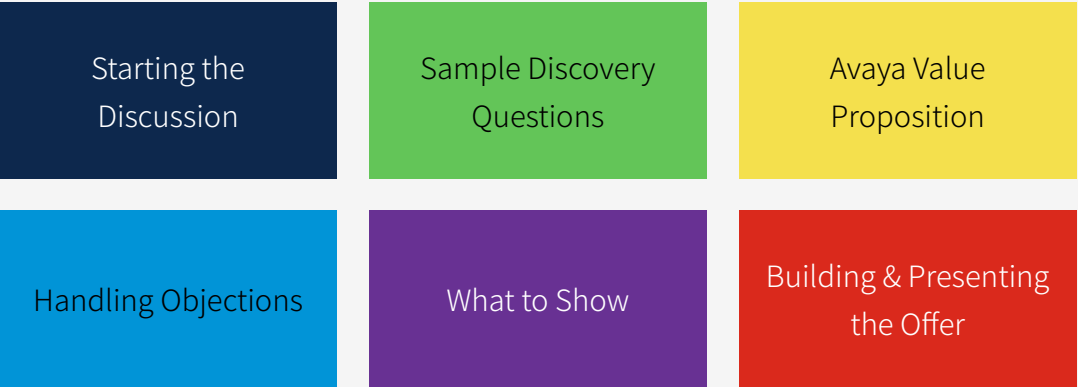
Pricing

- Obtain a quote which will have the correct pricing.
- [License pricing information](#) is also available on Avaya.com



Sales Play 3

Microsoft Teams Integration



Customers that have already adopted Microsoft Teams may be biased towards keeping it. Test their position on Teams with a few probing questions. Let them know that even if they are intent on keeping Teams, we can offer a far better solution for voice, a long-standing weakness for Microsoft. We can either go with a Direct Routing option, or function as an Embedded Dialer at lower cost, higher reliability, greater global reach, and with more options.

Microsoft Teams has a large user base and provides chat, presence, meetings, file storage, and integrations to Office 365 tools. Enabling communications as part of Office 365 is the primary driver of Teams adoption. Today, less than 5% of Teams users can place a phone call outside of Teams, presenting you with a unique selling opportunity.

Starting the Discussion

Ask the customer:

- How long have you been using Microsoft Teams and what are you using for voice?
- Describe the Teams experience; are there any issues or pain-points you’re looking to address? i.e., reliability for voice, and extent of network?
- Did you know that Avaya Cloud Office can integrate with Microsoft Teams and provide more feature functionality?
- Let’s talk about Microsoft Teams reliability and availability SLAs. Do they suit your needs? Are you looking for something better?
- Discuss the Avaya Cloud Office integration options: Embedded Dialer, and Direct Routing. Explain the pricing implications of E5 licensing and how Embedded Dialer can add functionality while saving money.

Sample Discovery Questions

1. Are you planning to keep Microsoft Teams, or are you looking to replace it?
2. If you're planning to keep Microsoft Teams, what are you using for Voice?
3. Describe your voice requirements regarding quality, reliability, telephony features, and geographic calling reach.
4. Do you require the additional features that Avaya Cloud Office as an Embedded Dialer can provide? For example, Fax and SMS (North America only)
5. Do you prefer Avaya Cloud Office in the background, as a Direct Routing solution to improve the quality, reliability, and geographic reach of your voice calling?
 - a. This requires a higher cost E5 license from Microsoft, and although it provides a consistent Teams only interface it provides less functionality than Avaya Cloud Office as an Embedded dialer.
6. Are you aware that going with the Embedded Dialer option instead of Direct Routing will lower your monthly costs, and provide more features? You also keep Avaya Cloud Office more visible with the customer, for future business.

Avaya Value Proposition

Three options:

- Replace Teams with Avaya Cloud Office
- Use Avaya Cloud Office as an Embedded Dialer
- Direct Routing

Avaya Cloud Office can significantly enhance the teams calling experience, improve quality and reliability, and extend the global reach for voice, in either of the second two options.

For customers that stay with Teams, Avaya Cloud Office as an Embedded Dialer is the most cost-effective option and adds the most value because Direct Routing requires the costlier Microsoft E5 License that must be purchased from Microsoft.

For customers that want a Teams-only experience, Direct Routing will provide them with the best possible audio experience, 99.999% reliability (less than 6 minutes of downtime per year) which is beyond what Microsoft's most recent SLA can offer, and in provides greater geographic calling reach, all at a lower price than Microsoft options.



Handling Objections

Objection #1 – We’re a Microsoft shop, so we like the simplicity of going with them as a single vendor.

- **Response** – Using Microsoft’s solution for voice in Teams means a higher price for a lower quality, and less capable communications solution.
 - If you want a consistent Teams only interface, Direct Routing will provide higher quality voice over our 99.999% reliable global network.

Objection #2 – We don’t want two solutions for delivering our end-to-end communications needs. It’s confusing for our employees, and means dedicating IT resources to managing two solutions

- **Response** – Avaya Cloud Office as an Embedded Dialer for Microsoft Teams provides calling capabilities and more, and is a fully integrated solution that users will find intuitive to use
 - Avaya Cloud Office is expertly maintained and automatically updated for you, including security patches, and not a burden on IT.

What to Show

Links to Assets

- [Bring World Class Calling to Microsoft Teams](#)
- [Enhancing Microsoft Teams with Enterprise Grade Telephony](#)
- [Avaya Cloud Office Direct Routing for Microsoft Teams](#)

Visit the [Sales and Partner Portal](#) for additional documents, by searching for “Microsoft” in the Avaya Cloud Office document library.

Building & Presenting the Offer

Next Action

Once you’ve delivered the quote make sure you follow up and ask for the customer’s business. If they do not want to move forward, try to find out why.

Follow-up Plan

Assuming a successful close, make sure you stay in touch with the customer and nurture the relationship. Their future needs may change. They may want to look beyond their Microsoft Teams solution, and if they do, we will already be there with an established customer relationship, ready to do business.

Promotions and Incentives

- Apply the latest customer promotions and review relevant incentives for Sales Agents, Authorized Partners, and Distributors.
- Check the [Offers and Promotions page](#) for the latest updates.

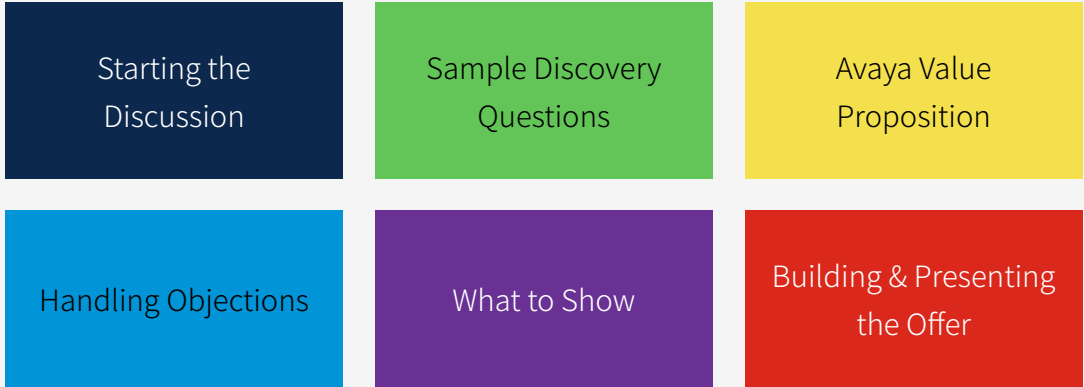
Packaging and Pricing

- Obtain a quote which will have the correct pricing.
- [License pricing information](#) is also available on Avaya.com



Sales Play 4

The Value of an All-In-One Application



When you have everything, you need, calling, meeting, messaging, video, collaboration, all where you need it, you have a solution that is easy to use, control, and manage. It does not matter what device you use, or where you are, you have a truly complete communications solution that helps you be successful in your work.

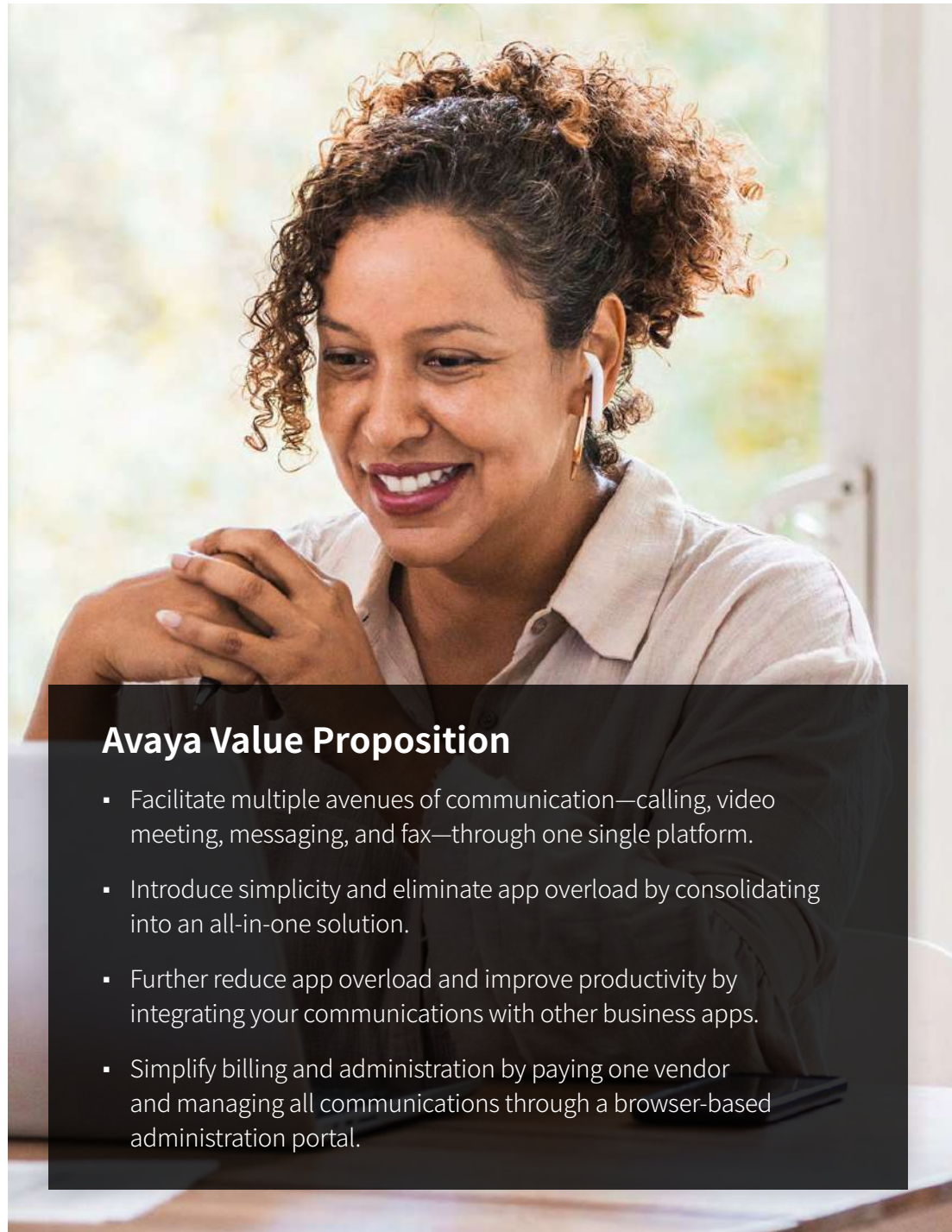
Starting the Discussion

Ask the customer:

- Do you find it challenging to keep up with all your business applications?
- How do you communicate within your workforce? What about with customers?

Sample Discovery Questions

1. What applications are you currently using to facilitate communications (video, messaging, etc.)? How many different applications do you currently use?
2. Does your current setup integrate with your other business operations, such as CRM and email?
3. What about your current solution is causing you to explore unifying your communications?
4. Walk me through the administration process of your current communications stack.



Avaya Value Proposition

- Facilitate multiple avenues of communication—calling, video meeting, messaging, and fax—through one single platform.
- Introduce simplicity and eliminate app overload by consolidating into an all-in-one solution.
- Further reduce app overload and improve productivity by integrating your communications with other business apps.
- Simplify billing and administration by paying one vendor and managing all communications through a browser-based administration portal.

Handling Objections

Objection #1 – We prefer to continue using services like Slack messaging and Zoom video for what our existing phone system doesn’t provide.

- **Response** – Disparate environments are more expensive in the long run—it costs more to piece together a solution than to consolidate into one platform.
 - Switching between apps in a fragmented environment can waste time and reduce productivity.

Objection #2 – What happens if our internet goes out? We’re concerned about losing phone service if we put it in the cloud.

- **Response** – Use cellular data through the mobile app as a form of business continuity. The mobile app has all the same functions as the desktop.
 - Avaya Cloud Office grows as you grow, and at any time you only pay for what you need.

Objection #3 – Most cloud UC solutions are cookie-cutter and do not fit our needs well.

- **Response** – Integrate with over 200 popular business applications to fit your unique application landscape.
 - Avaya Cloud Office provides users and businesses unparalleled flexibility in establishing individual call treatments, greetings and music on hold, and more.

What to Show

Links to Assets

- [Video Whitepapers: Overcoming Application Overload](#)
- [Video Snack](#)
- [Unite Your Communications Fact Sheet](#)

Demos

- Perform a live demo highlighting
 - Mobile app and connection to desktop app
 - Desktop Client and ease of use
 - Video conferencing – host virtual demo through Avaya Cloud Office
 - Messaging
- Utilize video resources from Sales and Partner Portal



Building & Presenting the Offer

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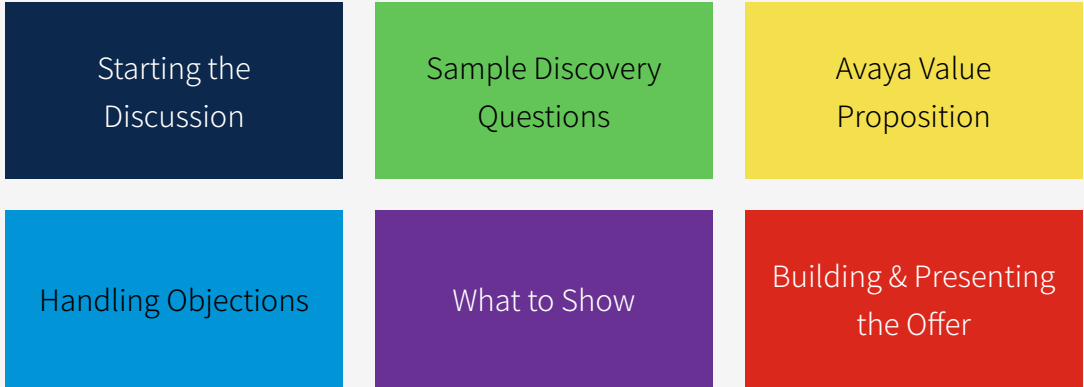
Pricing

- Obtain a quote which will have the correct pricing.
- **License pricing information** is also available on [avaya.com](https://www.avaya.com)



Sales Play 5

Total Cost of Ownership



Here you can demonstrate how Avaya Cloud Office will save the customer money while allowing them to advance on their cloud and digital transformation journey. You’ll also be able show them some of the hidden costs in their current solution that they may not be aware of.

Starting the Discussion

Ask the customer:

- In addition to voice and desk phones how does your workforce communicate with each other today? With your customers?
- Do you use separate applications to accomplish the above?
- Are you aware of all the sources of costs, including the hidden costs in your current solution?

Sample Discovery Questions

1. Would you like to save money by moving everything to a single application and a single bill?
2. Are you paying additional Carrier and Network Charges?
3. Did you know that with Avaya Cloud Office upgrades are automatically performed for you, keeping your system secure and up to date with the latest features.
4. Do you have costs associated with a data center, or hardware costs associated with your communications infrastructure?
5. Do you currently have IT resources managing your communications system?
6. Would you like a solution that grows as you grow so you can avoid future outlay of CAPEX and go with a simple OPEX model?

Avaya Value Proposition

- Facilitate multiple avenues of communication—calling, video meeting, messaging, and fax—through one single platform with Avaya Cloud Office, saving money.
- Simplify billing and administration by paying one vendor and managing all communications through a browser-based administration portal.
- Deploy your IT staff to projects that really matter to your business not to managing and maintaining your communication solution.
 - Let Avaya manage your communications solution so you can concentrate your valuable resources on what matters most to your business.
- With Avaya Cloud Office everything is included; no need to purchase additional hardware, sign up with carrier and networking contracts, data center or IT expenditures.
- In North America unlimited US- and Canada-wide calling is included.



Handling Objections

Objection #1 – We’re hardly paying anything for our system today, it just runs.

- **Response** – Hardware based solutions can and will eventually go down, and when you need to call someone to fix it, it will be in a crisis situation and at a big expense. Avaya Cloud Office has a track record of 99.999% availability. Switching between apps in a fragmented environment can waste time and reduce productivity.
 - You may find it difficult to attract new talent to your organization if your communications tools are antiquated.

Objection #2 – We don’t need the additional applications offered by Avaya Cloud Office, and can easily get them from other vendors, and keep our voice solution on premise.

- **Response** – Disparate environments are more expensive in the long term—it costs more to piece together a solution than to consolidate into one platform.
 - Switching between apps in a fragmented environment can waste time and reduce productivity.

Objection #3 – We would like to switch and save money, but we can’t because of the telephony features we depend on in our current solution.

- **Response** – We would like to switch and save money, but we can’t because of the telephony features we depend on in our current solution.
 - Avaya Cloud Office delivers the most commonly used telephony features such as Bridged Call Appearance, Group Call Pickup, and Park and Page.

What to Show

Links to Assets

- [Video Snack](#)
- [Simplify Communications and Reduce TCO with Avaya Cloud Office](#)
- [Understanding the Real Cost of Your Business Phone System](#)
- [7 Business Benefits of Cloud Communications](#)



Building & Presenting the Offer

Next Action

Once you've delivered the quote, make sure you follow up and ask for the customer's business. If they do not want to move forward, try to find out why.

Follow-up Plan

Assuming a successful close, stay in touch with the customer and nurture the relationship. In the near future you may be able to interest them in things like additional licenses, license upgrades to higher tiers, contact center integration, and other services.

Promotions and Incentives

- Apply the latest customer promotions and review relevant incentives for Sales Agents, Authorized Partners, and Distributors.
- Check the [Offers and Promotions page](#) for the latest updates.

Pricing

- Obtain a quote which will have the correct pricing.
- [License pricing information](#) is also available on Avaya.com



Sales Play 6

Contact Center Integration

Starting the Discussion	Sample Discovery Questions	Avaya Value Proposition
Handling Objections	What to Show	Building & Presenting the Offer

Most customers need some way for their customer to reach them or to be reachable by them. Today’s customer experience solutions help build and maintain business momentum or simply provide support. Your customer may not think of themselves as operating a full contact center, but most need at least some customer experience functionality in their solution. Integration with the Avaya Experience Platform can provide the solution they need, regardless of size and functionality needed.

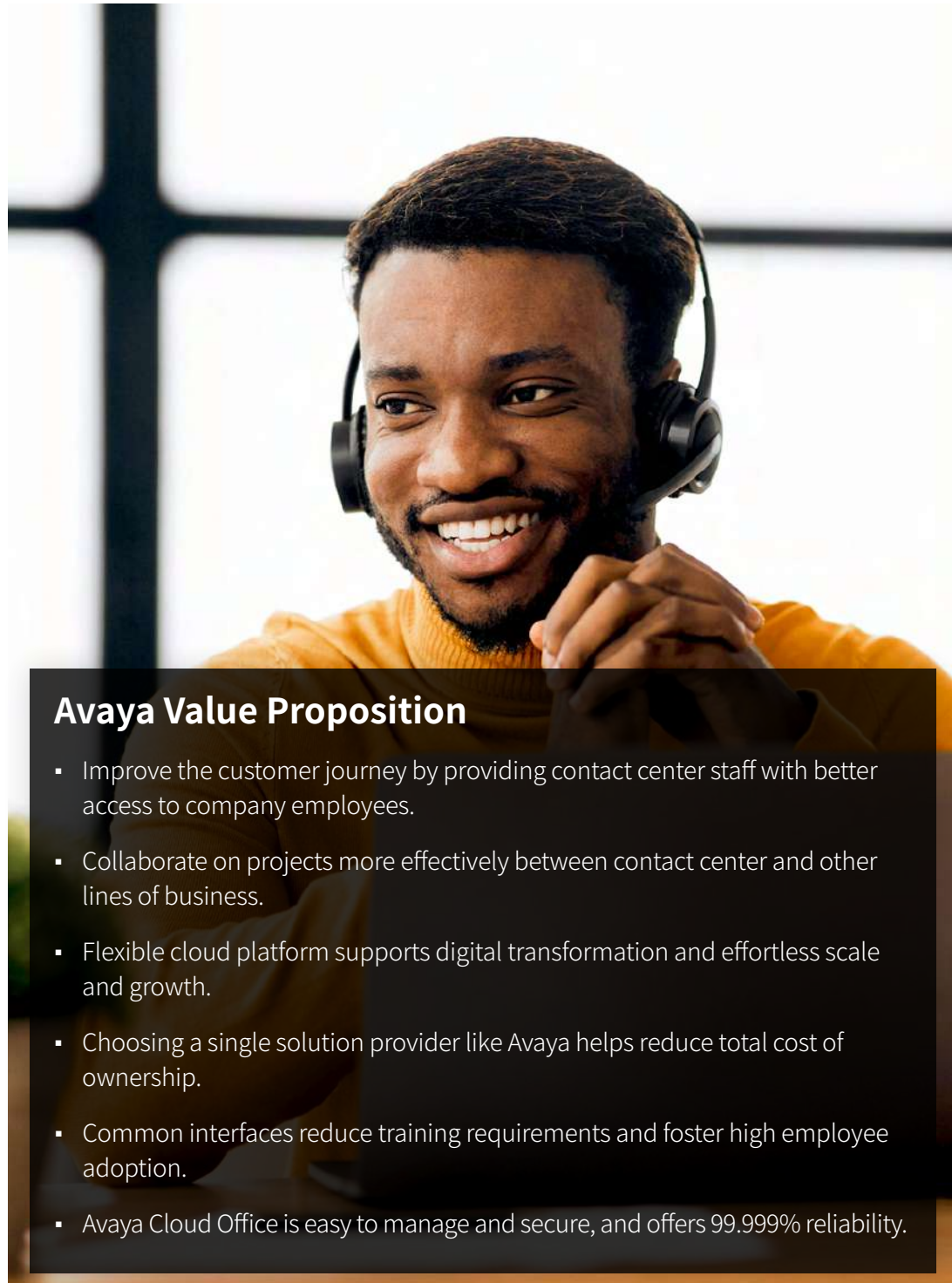
Starting the Discussion

Ask the customer:

- Do your customers need to contact you, or you contact your customers?
- What kind of solution are you using for this today?
- Is your customer experience solution integrated with your employee experience solution?

Sample Discovery Questions

1. What kind of business do you conduct today through your contact center?
2. What modes of communication do your customers use to reach you?
You to reach them?
3. What solution(s) are you currently using?
4. How do you measure the success of your contact center?
5. Would it improve your customer experience if your contact center staff could communicate more effectively with your other employees, using common tools.



Avaya Value Proposition

- Improve the customer journey by providing contact center staff with better access to company employees.
- Collaborate on projects more effectively between contact center and other lines of business.
- Flexible cloud platform supports digital transformation and effortless scale and growth.
- Choosing a single solution provider like Avaya helps reduce total cost of ownership.
- Common interfaces reduce training requirements and foster high employee adoption.
- Avaya Cloud Office is easy to manage and secure, and offers 99.999% reliability.

Handling Objections

Objection #1 – Cloud Products don't offer the same amount of control that we're used to.

- **Response** – With cloud-based products the most challenging aspects of managing a communications solution are expertly managed for you, so you can concentrate on your customers. Remote management and advanced analytics help make it easy to manage your complete solution.

Objection #2 – My budget is very limited which makes it difficult to move forward with a Contact Center solution.

- **Response** – Our cloud consumption model helps you pay only for what you need and what is going to impact your business positively. In many businesses funding of the Contact Center solution will come from the Lines of Business (LOBs) that see the value the application is bringing.

Objection #3 – Why should I combine my Contact Center solution with my Unified Communications Solution? Isn't it better to shop for best of breed?

- **Response** – Choosing a single solution provider can help reduce total cost of ownership. It can also improve outcomes for end-customers calling into the Contact Center by making expertise in the broader organization more accessible. In addition it can help foster a more cohesive business culture that is focused on positive customer outcomes.

What to Show

Links to Assets

- [Avaya Experience Platform and Avaya Cloud Office Presentation](#)
- [Avaya Cloud Office with Avaya Experience Platform Fact Sheet](#)
- [Avaya Cloud Office with Avaya Experience Platform Video](#)
- [Avaya Experience Platform Sales and Partner Portal Landing Page](#)

Demos

Perform a customer demo and be prepared to show them the user experience, agent experience, supervisor experience, and administrator experience. Customize the demo to include their business issues, not just features.



Building & Presenting the Offer

Next Action

Once you've delivered the quote, make sure you follow up and ask for the customer's business. If they do not want to move forward, try to find out why.

Follow-up Plan

Assuming a successful close, stay in touch with the customer and nurture the relationship. In the near future you may be able to interest them in things like additional licenses, license upgrades to higher tiers, contact center integration, and other services.

Promotions and Incentives

- Apply the latest customer promotions and review relevant incentives for Sales Agents, Authorized Partners, and Distributors.
- Check the [Offers and Promotions page](#) for the latest updates.
- Include [Avaya Experience Platform Installed Base and Competitive Program](#) in your Offer. This program offers Avaya Experience Platform voice, digital, and all media seats with the first 9-months free for a 36 month term. Premium APS Implementation Services are also available at a substantial discount.

Pricing

- Obtain a quote which will have the correct pricing.
- [License pricing information](#) is also available on Avaya.com



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