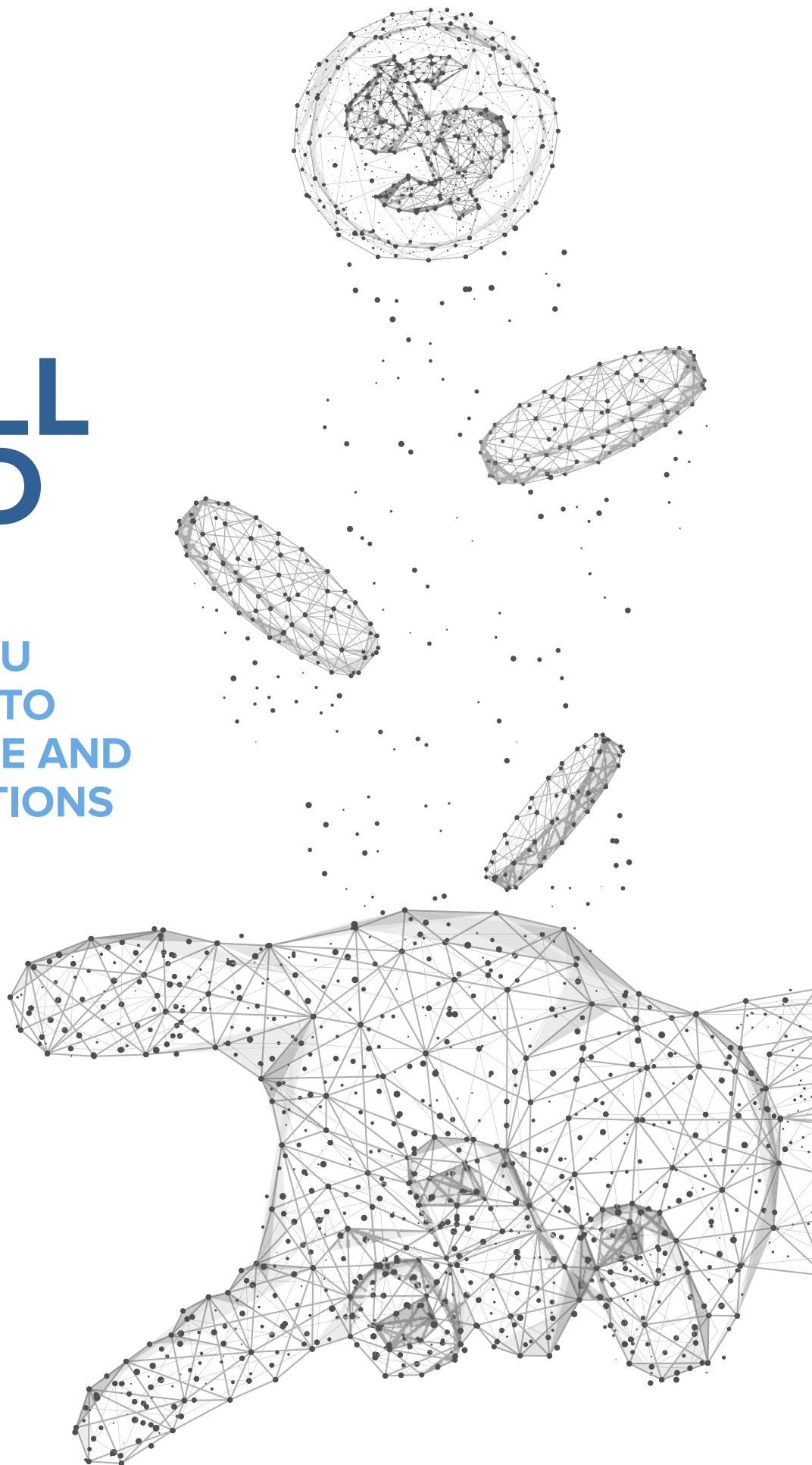# HOW TO SELL CLOUD PBX

EVERYTHING YOU NEED TO KNOW TO POSITION, SCOPE AND HANDLE OBJECTIONS SUCCESSFULLY

SherWeb

WHAT'S HOLDING YOU BACK?

We're certain that you've already heard that telecom is a lucrative market managed service providers (MSPs) should be dipping their toes into. But there's a high chance you're still hesitant to try it out. Either because you've been burnt in the past, or perhaps you feel that you don't know enough about the technology to sell it confidently.

But the truth is, MSPs and Cloud PBX go hand in hand. By adding it to your portfolio of managed services, and joining forces with the right provider, you could soon become your customers' strategic business partner.

It is not an easy task selling Cloud PBX, but armed with a little knowledge and support you could soon be approaching clients with ease to discuss potential opportunities.

Read on to find out how you can confidently handle client objections, build robust scoping strategies and add more value to your current portfolio by selling your services around a Cloud PBX project.

Let's get started!

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IS TELECOM STILL ESSENTIAL TO SMBS?

When it comes to deciding how to run a business, we're in an era where we are faced with options at every turn. Invest in new on-premises servers or host everything in the Cloud? Fixed work stations or a mobile workforce? The choices are infinite.

So when it comes to telecommunications, your clients might be wondering; do they even still need a PBX? If the answer is yes (which it should be), should it be on-premises or in the cloud? This time of transition can be very confusing for small businesses.

Slack, Teams, Hangouts and other software are all tempting options for workplace communications. So, why would anyone invest in a phone system nowadays?

Why every business needs a PBX

It might be fine sending SMS and chat messages to handle day-to-day tasks, but let's face it, real customer service often takes place over the phone. When a serious situation arises, either a problem that needs to be handled sensitively or an opportunity for a sale comes along, if you don't have the option of dealing with it face to face, chances are you will pick up the phone. Every business has to have a phone number.

On average, our partners' customers have between 5 and 20 employees. With this many people in a team, not only do they need a phone number, they need a number of features to go with it to make sure the phone system works efficiently. Things like interactive voice response (IVR), call-forwarding and soft phones make a system run much smoother and will help your clients appear more professional.

Ever stumbled across a business website that looked like it hadn't been updated in the past 10 years? What did it make you think about that particular business? Well, having an up-to-date phone system is even more important than that! An unfamiliar ringtone, or being unable to get in touch with the right person, can give people a bad feeing about a business. And once that bad feeling is there, it can be difficult for you to win over that person.

Businesses need you to be their champion. They need you to guide them through this time of technological disruption and rapid change, to make sure they have an up-to-date and robust PBX system that fits their needs.
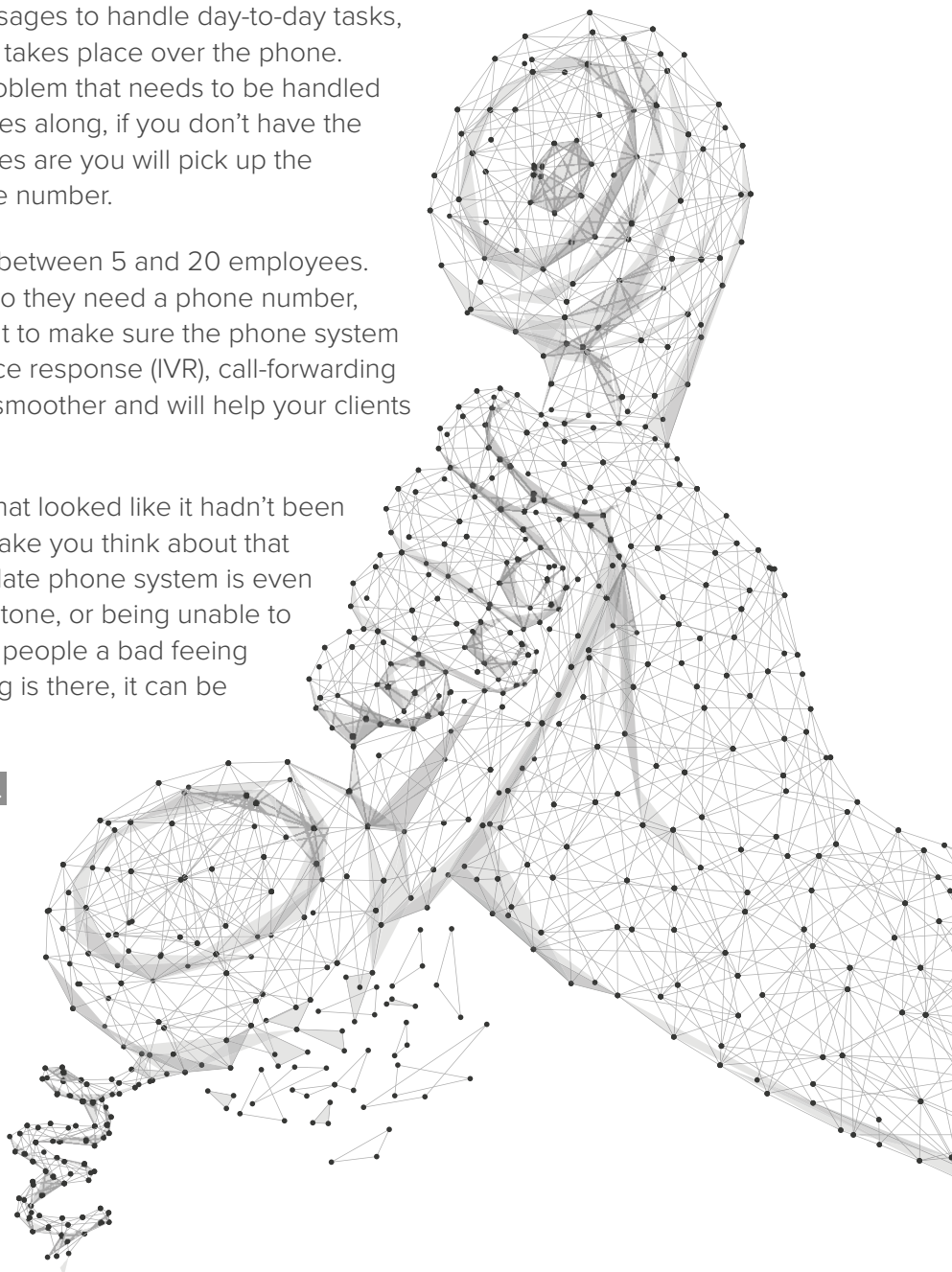
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HOW TO POSITION THE SHERWEB CLOUD PBX OFFER

Whether you're talking to your existing client base, or to potential prospects, it's important you know how to position your offerings effectively.

An Overview

SherWeb's Cloud PBX is an excellent replacement for any aging on-premises PBX, analog phone or complicated VoIP system. Our partners have had most success with customers that range from 1 to 50 users. Not only is it easy to use and setup, the Cloud PBX solution and pricing were designed to be affordable for real businesses.

Even though it was made with SMBs in mind, it is in fact an enterprise grade solution. It is fully redundant with a 99.999% SLA, hosted in a special tier 3+ data center, with excellent physical and digital security. In regards to infrastructure, the solution is as competitive and as trustworthy as most carriers.

SherWeb's Cloud PBX positioning within the SMB market is a mix of three important elements; value, features and brand.

Value

A number of our Cloud PBX partners decided to do bill-to-bill comparisons with their customers who were still using analog systems, and this showed them how they could save upto 65% off their phone costs.

The end user is only charged for the hard costs of telecom (direct inward dialling numbers (DIDs), toll free minutes, etc.). This makes our offering unique.

Features

SherWeb's Cloud PBX includes everything any small businesses would ever need, including number forwarding, voicemail-to-email and unlimited minutes. To see our full list of features, check out our Cloud PBX reseller page.

It's also important to note that all the features are included right from the start, with no extra hidden charges.

Brand

SherWeb has been in business since 1998, and is one of the biggest providers of SMB Cloud services in North America. So by adding the SherWeb Cloud PBX to your offering, you're aligning yourself with a company that's been in business longer than VoIP has even existed.

With new providers popping up every morning and closing every night, stability is a great hook to ease any customer worries. It is also great to have someone by your side when pitching a new solution, or when your own business has not yet fully matured.

SCOPING OPPORTUNITIES

Potential Clients

Scoping an opportunity properly is an important step to take when planning a transition to Cloud PBX. Taking your time to do it properly will make the whole process less painful for you and your clients.

The two things you should use to make the process as seamless as possible are:

- Get the customers current phone bill

- Use the SherWeb Scoping Guide

Their phone bill is your number one conversation starter, as it gives you an insight into everything they currently use their phone systems for. Get them to talk you through it, it'll give you the tools you need to price the solution correctly and the talking points to help you convince them to switch from their current solution.

Also, everyone says "I can save you money!" So much so that it can sometimes fall on deaf ears. But if you can go through and highlight the exact areas where you will be helping them reduce their costs, it can be a really powerful argument.

The SherWeb Scoping Guide, at least for your first few sales until you gain more confidence, will help you through the process of pricing a PBX scenario. It also includes all the questions you need to ask your customers.

Existing Clients

Once a client is ready to transition to Cloud PBX, that doesn't mean the scoping opportunities are over. Before moving forward, you must always perform a network assessment. Not only will it make the transition smoother, it's a great way to increase your value. More often than not, you will unveil some network issues they didn't know they had but was impacting their current solutions.

An assessment will be especially useful in these two scenarios:

1. VoIP has never been tested on their network.

2. The existing VoIP solution is being replaced due to 'quality' issues. Common issues include 'one way audio' or 'inconsistent voice quality'. Make sure the problem with the previous system was really on the provider's side and not on the network side. By doing an assessment, you're making sure you're not walking into a minefield.

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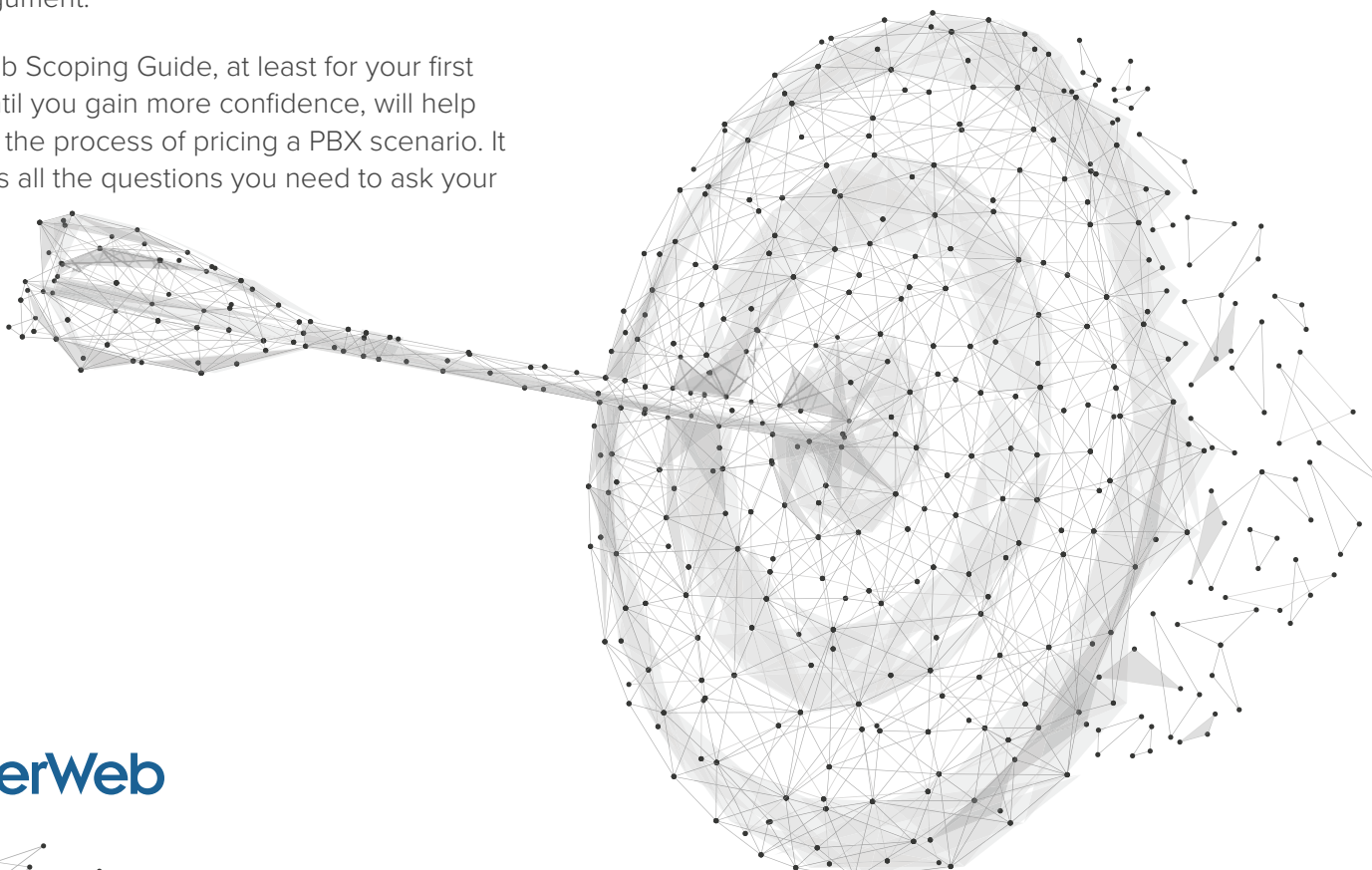
HOW TO HANDLE OBJECTIONS

When reselling any cloud solution, you need to be familiar with the most common objections that you could come up against. So to help you get prepared, below are three of the most common scenarios some of our partners have run in to, and how you can address them.

Cloud PBX is not as reliable as on-premises PBX.

FALSE: Cloud PBX removes the single point of failure from local hardware as opposed to an on-premises system that will eventually fail. All physical hardware fails, it's only a matter of when. With a cloud solution, that single point of failure is replaced with a far more robust infrastructure. Mirroring and backups ensure that the risk is removed all together.

With SherWeb's Cloud PBX, each extension can be linked to a softphone guarantying continuity.

We also have a 99.999% SLA to back that up.

Cloud PBX is out of the end users' control

FALSE: Cloud PBX comes with a suite of tools that the client's admin and end users can use to customize their PBX, just as they would do with an on-premises system. You do have control, you have control over what matters. We've made the solution customizable and we've removed all of the backend hassle. By doing so, we're letting you focus on your business and on what matters.

Cloud PBX is more expensive in the long term.

This is a common misconception. With all Cloud products, the total cost of ownership is not always simple to calculate because it involves a lot of different things.

Here's a list of questions to ask a customer when they have concerns about the monthly costs of a Cloud solution.

1. How much time is spent maintaining and supporting the current PBX?

2. How much do you pay someone to maintain the system?

3. How many employees understand the system? What happens if one of them leaves?

4. What's the cost of replacement (in both time and hardware) of your current system when it inevitably fails?

5. How much will it cost to fix or replace the on-premises system when it fails?

These questions should help them see that their current solution is probably costing them somewhere in the region of $40,000 to $60,000 a year. It will help them see the value of small monthly payments, opposed to the hidden costs and liability of an on-premises solution.

DEPLOYMENTS MADE EASY

Proposing changes to the way a business works is never plain sailing. You'll always face questions such as:

- "How much effort is this going to be?"

- "How seamless will the deployment be?"

- "Will my business be impacted in any way during the transition?"

So, to help you run a tighter ship, SherWeb's Cloud PBX is designed to be simple to deploy and seamless to implement.

SherWeb auto-provisions everything for you. We ship the hardware pre-configured so all you will need to do is plug the phones in and your customers will be ready to make their first call.

On top of that, SherWeb has a dedicated Cloud PBX onboarding team that manages all the processes for you on the backend. They can assist in the setup of everything related to your client's PBX; from tuning IVR recordings to managing extensions, all the way to SIP trunking.

Anything you need to implement a complete system, they're available to help with! It really is all hands on deck.

You will need to provide documents, and recordings. Everything else? Our team will take care of it.
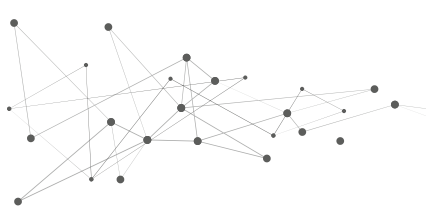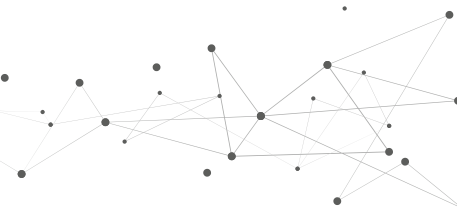
Obviously every deployment is different, but if your customer has no phone numbers to port and no new hardware to purchase, they can be up and running in one week or less.

SherWeb

WHAT IS OUT OF SHERWEB'S CLOUD PBX SCOPE?

When adding a new solution to your portfolio, knowing what it does is important. However knowing what it can't do is equally as important, and is something that some MSPs can over look. Don't try selling a solution to an end user when it isn't a good fit, if you get caught out or end up letting someone down in the future over false expectations. You'll end up looking unprofessional and could potentially burn bridges in the process.

So to help you out, below are a number of cases where we would not recommend pitching the SherWeb Cloud PBX, because it was not designed to be used in that way, or we can't support you.

- Wholesale telecom. We are not a carrier.

- SIP trunks or 'VoIP lines' of any kind. We only offer extensions, numbers, and plans.

- Headsets of any kind. We only sell phone hardware.

- Customized contact center deployments. We don't do complex customized reporting or Omni channel contact center.

- Application programming interface (API) access to the platform.

- Professional voice acting for IVRs.

SherWeb

Still unsure if reselling Cloud PBX is a good fit for your business? Our team can help you build an offering that makes sense for you and clients. Book your demo now to see what we can offer, and how.

Book a Demo

About SherWeb

The Easiest Way to Sell Cloud Solutions

Want to take your cloud business to the next level? We'll make it easier for you. SherWeb offers some of the best cloud solutions on the market today. Join our Partners First program and get ready to offer your clients an entire range of products, including Office 365, Microsoft 365, Microsoft Azure, cloud servers and Cloud PBX. Earn up to 45% initial margins plus recurring monthly revenues and volume discounts. SherWeb offers free 24/7 support based in North America plus free migration and onboarding services for all of your clients. SherWeb has helped more than 5,000 resellers around the world be more successful with the cloud. Find out how.

Call us at 1 (855) 253-3213.