

Radvision Scopia Video Guide for Business Partner Sales Teams

Empower your sales teams to sell Radvision solutions

Partners

US

V1.0 March 2013



Selling Radvision Scopia is an experiential sale — demo the solution and follow with a quote to win the sale!

Simple, interoperable video for enterprises small to large.

What your team should do to sell Radvision Scopia?

- 1. Pitch** Discover how a Scopia solution addresses customer needs
 - What are your business objectives?
 - Do you have teams dispersed in multiple locations?
 - Do you have a plan for desktop and BYOD conferencing?
 - What would it mean to your business in having the option of face-to-face conversations with anyone almost anywhere at anytime?
 - What has your experience been with video?

- 2. Demo** Show Scopia Mobile and Desktop conferencing, highlighting the ease of use and unique features; discuss Use Cases

- 3. Propose** Provide budgetary quote for Scopia and determine if additional demo would be useful, engage SMEs, or consider onsite evaluation.

- 4. Close** Establish next steps, follow-up using Scopia, know who your competition is, engage Video Sales Team if needed

Resources

- [Talking Points & Elevator Pitch](#)
- [Selling an Introductory Radvision Solution](#)
- [Video Impact Movie to Pitch Scopia](#)

- [Customer Pitch and Demo Video](#)
- Quick start videos: [Desktop](#) & [Mobile](#)

- Refer to Avaya Connect Partner Price Book

Contact the Avaya Video Sales Team

Key questions for your Sales Teams...

- ▶ How knowledgeable and comfortable are you promoting Radvision solutions?
- ▶ Have you followed up on last week's demos? Time for a more advanced demo?
- ▶ Have you engaged the Avaya Video Sales Team?
- ▶ Do you have qualified candidates for a TryScopia virtual room? Have you requested a room?
- ▶ What does it take to close?

Radvision Resources for Your Team

- ✓ **See Radvision sales tools and additional collateral on RVSN4U Portal**
(case studies, presentations, promotions, white papers)
- ✓ **Avaya Professional Sales Specialist (APSS) Training link in Avaya Learning Portal**
(Login or Register > Information Menu > Avaya Certification Program > APSS > Radvision Scopia Solution)
- ✓ **Schedule a Demo, three ways to choose**
 1. Remote or Face-to-Face, HD and customizable demos
→ **email** scopiademos@avaya.com
 2. TryScopia HD virtual evaluation room for your customer
→ **email** scopiatrials@avaya.com
 3. Onsite customer evaluation system for qualified prospects
→ **email** scopiaevals@avaya.com

Advanced Video Sales Team Assistance

- ▶ Complex solutions
 - Multinational deployments
 - Multiple bridges
 - Mixed video environments
 - 1000+ desktop users; 10+ rooms systems
 - Strategic accounts
- ▶ Advanced / Strategic Customer Presentations
- ▶ Solution design based on needs
- ▶ Pricing and quote development
- ▶ Deals over \$100K
- ▶ TryScopia trials or Eval. equipment
- ▶ Other sales activities

Special Offers for Business Partners

- ▶ Deal Registration Incentives
 - 17% discount of list price of Video products
 - Deals between \$50K and \$2M
 - New systems only; excl. upgrades, additions and services
 - Contact your Avaya Channel Account Manager for details
- ▶ New Starter Kit promotion
 - Low risk, all included, w/ simple ordering process
 - Bundles in partner install & 1 year maintenance
 - Additional 7.5% discount from list price of “Scopia Elite 5105 MCU Bundle” from Avaya to Distributors
 - Radvision authorized partners in Americas
 - From Dec. 15 2012 – Sept. 30, 2013
 - *Partner Promotion brochure in Partner Marketing Central (Ideal leave-behind after every Radvision demo)*

Radvision Scopia Benefits

- ▶ Ease of use
- ▶ Complete video solutions — mobile, desktop, immersive telepresence
- ▶ Standards-based interoperability — with Avaya Video & multiple video environments
- ▶ Bridges bundled with iView, Mobile & Desktop
- ▶ No Licensing Fees
- ▶ Evergreen BYOD strategy
- ▶ Investment Protection
- ▶ Highest UC Connectivity – MS Lync, IBM Sametime, Avaya Aura, others

US Video Sales Team Contacts for Partners

Partner Leads

Northeast

Randy Weeter
rweeter@avaya.com

South

Omega Kreidler
omegadak@avaya.com

Central

Randy Weeter
rweeter@avaya.com

West

Mark Kolar
makolar@avaya.com

Territory Leads

Northeast

Michael Stokes
mstokes@avaya.com

South

Jim Mahoney
jimmahoney@avaya.com

Central

Pat Scott (acting)
pdscott@avaya.com

West

Pat Scott (acting)
pdscott@avaya.com

Avaya Distributors Contacts

US

Catalyst

Steve Peek
speek@avaya.com

Westcon

John Nason
jnason@avaya.com

Jenne

Peter Rogers
peterrogers@avaya.com