



# Avaya Video Collaboration Solution for IP Office Playbook

September 12, 2013

## Avaya Video Collaboration Solution for IP Office *Playbook Contents*

- ▶ Playbook Framework and Use
- ▶ Asset Dashboard
- ▶ Playbook Sales Tools x Sales Stage



Plan

Understand the Market, Offer, and Competition

Pre-Qualify

Generate Interest, Establish Credibility, Identify Solution Needs, Engage Specialist

Qualify

Conduct Stakeholder Meeting, Conduct Demo, Application Discovery

Propose


Present Tailored Proposal, Establish Credibility

Contract/Won

Deliver Final Design and SOW, Evangelize the Win, Drive Customer Adoption

- ▶ Overview of Key Assets

## Avaya Video Collaboration for IP Office *Playbook Framework*

- ▶ Accelerates successful sales engagement with customers
- ▶ Ensures alignment of solution marketing collateral with customer conversations by Avaya sales teams & partners
- ▶ How to use this playbook
  - Start at the “[Playbook Dashboard](#)” menu page
    - Lists key activities & assets at each stage of sales cycle
    - Hotlinks for each supporting asset
    - Use the  button to navigate back to the Dashboard menu
  - See supporting slides for more info on key assets
    - Purpose, Topics, Takeaways
    - Iconic links to download assets in each ‘red ribbon’
  - Leverage the assets, specialists and resources
    - Discover customers business goals and communications needs
    - Select and tailor the assets to match your sales journey
    - Propose best Avaya solution to meet or exceed customers needs
    - Contact your Avaya account team for additional support

# Video Collaboration Solution for IPO: *Playbook Content Dashboard*



Activity	Understand Market	Generate Interest	Conduct Stakeholder Meeting & Demo	Present Tailored Proposal	Deliver Final Design & SOW
Assets	<ul style="list-style-type: none"> <li>● <a href="#">Offer Definition</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Video for IPO Fact Sheet</a></li> <li>● <a href="#">Scopia Video Conferencing</a> (video)</li> <li>● <a href="#">Video Impact Movie</a></li> <li>● <a href="#">Mobile Video Conferencing</a> (video)</li> <li>● <a href="#">SME Video whitepaper</a></li> <li>● <a href="#">IP Office eBook</a></li> <li>● <a href="#">Beginners Guide to Video</a></li> <li>● <a href="#">Demand Generation Assets</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Customer Presentation - Video Collaboration Solution for IP Office</a></li> <li>● <a href="#">Just Click SME Sales Pitch for Windows</a></li> <li>● <a href="#">Just Click SME Sales Pitch for iPad</a></li> </ul>	<ul style="list-style-type: none"> <li>● Refer to Distributor's Quoting Tool</li> <li>● <a href="#">EZ Quote Tool</a></li> <li>● <a href="#">Proposal Suite</a></li> </ul>	
Activity	Understand Offer	Establish Credibility/ Identify Solution Needs	Conduct Demo	Establish Credibility / Identify References	Evangelize the Win
Assets	<ul style="list-style-type: none"> <li>● <a href="#">Offer Definition</a></li> <li>● <a href="#">Sales Training</a></li> <li>● <a href="#">Elevator Pitch</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Scopia Awards</a></li> <li>● <a href="#">Conversation Guide / Video Collaboration Telemarketing Toolkit</a></li> <li>● <a href="#">Qualifying Questions</a></li> <li>● <a href="#">Video Collaboration for Enterprise and Mid Market Telemarketing Script</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Scopia demo request</a></li> <li>● <a href="#">IP Office Demo Request</a></li> <li>● <a href="#">Scopia Demo Script</a></li> <li>● <a href="#">Scopia Quick Reference Guide</a></li> <li>● <a href="#">Scopia Video Conferencing: It Just Works</a></li> <li>● <a href="#">Just Click SME Sales Pitch (Win)</a></li> <li>● <a href="#">Just Click SME Sales Pitch (iPad)</a></li> <li>● <a href="#">Scopia Conferencing – Demo It!</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Amazing Meetings &amp; Impressing Your Customers Use Cases</a></li> <li>● <a href="#">Scopia Case Studies</a></li> <li>● <a href="#">Scopia Case Study presentation</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Wins Submission Form</a> <b>A</b></li> <li>● <a href="#">Gallery Nomination Form</a></li> <li>● <a href="#">Video for IP Office poster</a> <b>A</b></li> </ul>
Activity	Understand Competition	Engage Specialist / Technical Assessment	Application Discovery	Present Alternative Solutions if needed	Drive Customer Adoption
Assets	<ul style="list-style-type: none"> <li>● <a href="#">Competitive Assessment</a></li> <li>● <a href="#">Tally Report (TCO for IPO)</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Specialist Coverage Map</a></li> </ul> <p><b>Technical Assessment</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Desktop Server Deployment Guide</a></li> <li>● <a href="#">Video for IPO technical training</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Qualifying Questions</a></li> <li>● <a href="#">Travel ROI</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Scopia Desktop and Mobile</a></li> <li>● <a href="#">Scopia Video Conferencing</a></li> <li>● <a href="#">VaaS Powered by Scopia</a></li> </ul>	<ul style="list-style-type: none"> <li>● <a href="#">Desktop Server Deployment Guide</a></li> <li>● <a href="#">Scopia DESKTOP Quick Start Video</a></li> <li>● <a href="#">Scopia Mobile Quick Start video</a></li> </ul>
Ideal Outcome	Prospect List Knowledge Transfer	Account plan prepared, customer interested and commitment to engage in personalized demo	Customer is qualified and committed to receive proposal and quote	Agreement to purchase	Signed SOW, agreement to reference
Motion Owner	Avaya Partner	Avaya Partner; engage Specialist	Avaya Partner; engage Specialist	Avaya Partner - follow distributor guidelines for design, quote, and pricing	Avaya Partner

## Offer Definition

- ▶ **Purpose:**
  - Learn the Video Collaboration Solution for IP Office offer fundamentals
  - Overview of the solution description, market, value propositions, selling strategies, benefits, sales processes and more!
  - Educate Partners, Account Managers, Specialists and Sales Engineers
- ▶ **Core Content:**
  - Solution Components
  - Customer Profile
  - Market Analysis
- ▶ **Key Take-a-ways:**
  - Ensure full understanding of solution
  - Grasp offer elements, process, and procedures



 Offer Definition

## Sales Training with Recording

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- ▶ **Purpose:**
  - Learn the solution from the experts by hearing it directly from the source
  - Gain customer and market understanding, and confidence to deliver the message to your prospects.
  - Intended for Partners, Account Managers, Specialist, and Sales Engineers (also see Technical Training )
- ▶ **Core Content:**
  - Market opportunity
  - Partner value
  - Solution overview
  - Competitive summary
- ▶ **Key Take-a-ways:**
  - Familiarize yourself with the solution technology



 Video for IPO Sales Training

 Video for IPO Archived Training

## Avaya Video Collaboration for IP Office Elevator Pitch

**The Avaya Video Collaboration Solution for IP Office delivers simple, affordable, and comprehensive video collaboration for small and midsize enterprises.**

Designed specifically for small and midsize businesses, IP Office delivers the collaboration tools you need, from basic telephony to the most sophisticated unified communications, including powerful video conferencing.

Integrated with Avaya's Scopia video collaboration, including the **best-of-breed mobility** solutions, it lets you **meet face-to-face with colleagues, customers, vendors – anyone with a device and an internet connection – for a rich collaboration experience.**

See participants in HD video, share and annotate documents, chat with attendees in real-time. **The result: meetings with people across locations are more productive, efficient and meaningful. Your small and mid size enterprise expands its reach and presence regardless of location.**

Use the Avaya Video Collaboration Solution in a conference room or executive suite, or as a “virtual conference room” on your network, enabling participants to join collaboration sessions with **virtually any device and easily connect to other standards-based room systems.**



## Competitive Overview

### ▶ Purpose:

- Understand competitive landscape
- Educate partner and sales teams prior to customer engagement

### ▶ Core Topics:

- Identifies target market for Video for IPO, competitor offers, strengths and weaknesses
- Tolly Total Cost of Ownership (TCO) Report compares Avaya IP Office to ShoreTel

### ▶ Key Take-a-ways:

- Clearly articulate and support distinct Avaya strengths
- Ability to proactively position against the competition

“This (Video for IPO) provides an SME customer with the flexibility to collaborate and conduct business via video. It's also priced right for this space and scales to the customer's growth plan and needs.” CRN

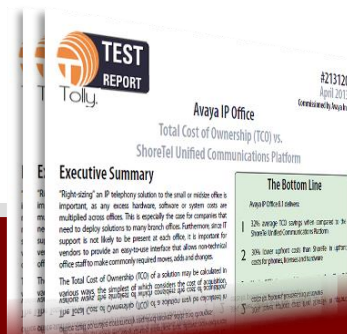
“Avaya has a 32% average TCO Savings.” Tolly Report



**Video Collaboration for  
IP Office Competitive Overview**



**Tolly report**





## Assets to Generate Interest & Establish Credibility

A variety of premium assets are available for partner use on **Partner Marketing Central (PMC)** and the **SME section on the [Avaya Sales Portal](#)**. Here are some popular examples:



### Fact Sheet

- ▶ **Purpose:**
  - Customer facing, introductory datasheet
- ▶ **Core Topic:**
  - Highlights the functionality and benefits of the solution



### Whitepaper & IP Office eBook

- ▶ **Purpose:**
  - Provide analyst validation, industry knowledge and thought leadership
  - eBook's interactive design engages and educates prospect
- ▶ **Core Topic:**
  - Value of video in SMEs

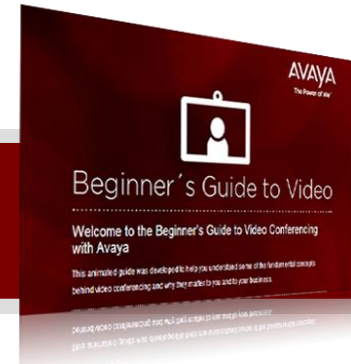


### eMail Template

- ▶ **Purpose:**
  - Provide email content template with proven language to get customer attention
- ▶ **Core Topic:**
  - Generate a broader interest
  - Leverage premium assets



## Scopia Video Impact Movies & Beginners Guide to Video



### Scopia Video Conferencing

- ▶ **Purpose:**
  - A quick intro to the power of video and the benefits of Avaya Scopia video
- ▶ **Core Topic:**
  - General video benefits and high level solution overview

### Scopia Impact Video clip

- ▶ **Purpose:**
  - Spark interest with prospects about the value of Avaya Scopia video
- ▶ **Core Topic:**
  - Highlights benefits of Scopia video
  - Overcomes objections
  - Encourages further exploration of video

### Beginners Video Guide

- ▶ **Purpose:**
  - Generate interest in video by sharing introductory information
- ▶ **Core Topic:**
  - Interactive guide for beginners to understand video collaboration terminology and technology

 [Download – Scopia Solutions Video](#)

 [Download - Scopia Impact Video](#)

 [Beginners Video Guide](#)

 [Video Impact Movie Uses and Directions](#)

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# Scopia and Video IP Office Video Clips

## Pre Qualify:



Collaborate Seamlessly



Scopia Mobile:  
Take your meeting anywhere

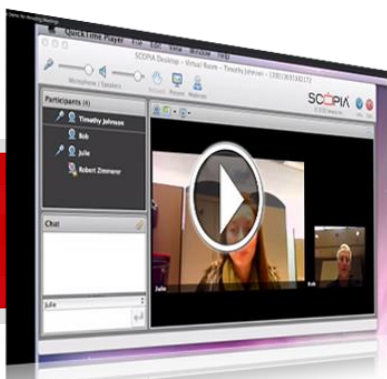


Scopia Mobile for iPad:  
Take your meeting anywhere



How Cool is Scopia  
Video Technology

## Use Cases:





Amazing Meetings  
(Scopia meeting use case)







Impressing Your Customers  
(Scopia meeting use case)



Scopia Impact Video

-  [Download – Collaborate Seamlessly](#)
-  [Download – The Amazing Meetings](#)

-  [Download – Scopia Mobile](#)
-  [Download - Impressing Your Customers](#)

-  [Download – Scopia Mobile for iPad](#)
-  [Download - Scopia Impact Video](#)

-  [Download – How Cool is Videoconferencing](#)

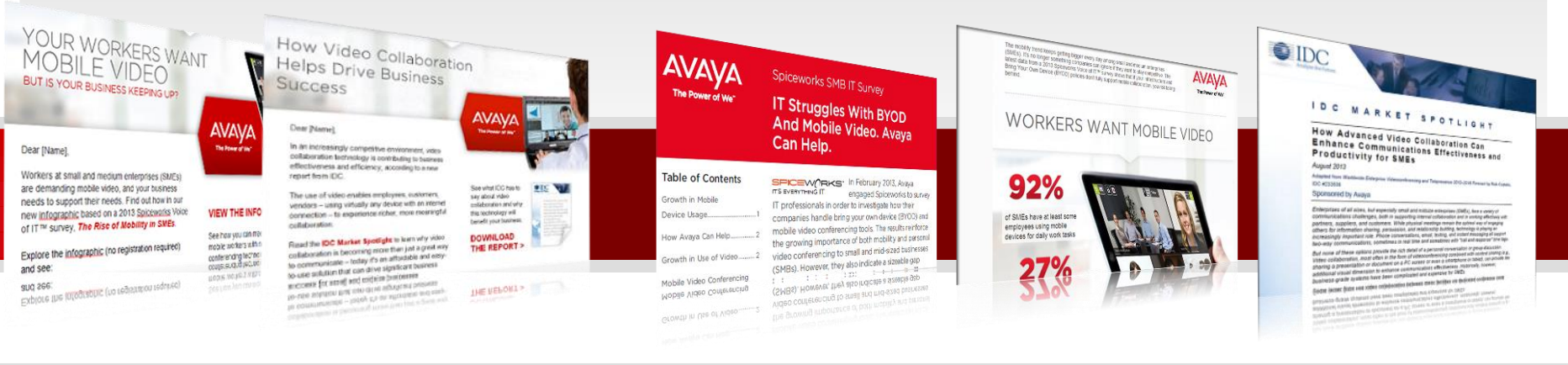
# Americas: Video Collaboration for IP Office Campaign

## ► Purpose:

- Use these e-mail campaigns to drive demand and consideration
- **Touch 1** campaign addresses: Rise of Mobility in SMEs
- **Touch 2** campaign addresses: How Video Collaboration Helps to Drive Business Success in SMEs
- Partners visit: [>PartnerMarketingCentral> New Campaigns> Homepage>](#)

## ► Core Topics:

- Partner marketing assets ready to co-brand and send to customers and prospects
- Partner branded customizable emails
- Asset registration & thank you page
- Mobility in SME Infographic highlights growing demand for mobile video
- 2013 Voice of IT Survey
- IDC Whitepaper: How Video Enhances Communications and Productivity in SMEs



@ Email Template 1

@ Email Template 2

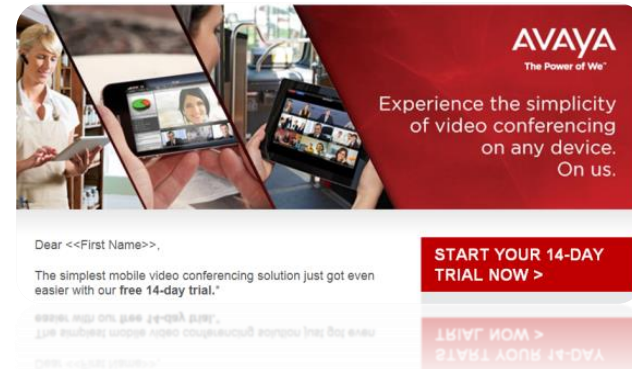
📄 Voice of IT Survey

📄 Mobility Infographics

📄 Enhance Effectiveness and Productivity for SME's - Whitepaper

## Americas: Free 14 Day Scopia Video Trial Offer

- ▶ Encourages first hand user experience with personal 14 day Scopia trial
  - Targets Line of Business (LOB) users
  - Prospect receives nurturing emails and assets to prospect during the trial and is contacted by Inside Sales to qualify
  - Available in US, Canada and LATAM
- ▶ Contact your channel marketing manager for 14 Day Trial offer and assets



- ▶ Partners can leverage this campaign to provide customers and prospects with a fully-featured Scopia room for a 14-day free trial! (English only)
  - Simple registration, provide great 14-day experience, begin conversion process at trial end.



Avaya Sales Portal

Filter: Showing all content

Small Medium Enterprise Customer-Ready Collateral

1-20/210

document type: All

Date	Title	Type	Language	Format	Size
28 Jun 2013	IP Office Product Sales Pack Sheet	Factbook	English	PDF	201 KB
11 Jun 2013	Avaya IP Office Sales Pack Review 2013	White Paper	English	PDF	302 KB
06 Jun 2013	Customer Presentation	Customer Presentation	English	PDF	11 KB

@ 14 Day Trial Campaign



## APAC Mid Market Campaigns


- ▶ Several marketing campaigns are available in the Asia Pacific theatre
- ▶ Visit Partner Marketing Central **PMC** or contact your local Marketing Manager to find out more

## IP Office and BYOD

**What are the benefits of 'any device' collaboration?**

- **Greater flexibility**  
Your employees can collaborate easily and seamlessly from home or on the road.
- **Lower travel costs**  
You reduce the number of trips your employees need to take by making video simpler and more effective.
- **Lower equipment costs**  
Enjoy greater functionality than other solutions of a similar price.

That's why Avaya is ranked 1st in the InfoTech Leader Quadrant. And why Avaya IP Office was named Product of the Year by Internet Telephony Magazine.




**Special Offers Available**

Now is the ideal time to explore Avaya's real-time collaboration solutions for your growing business. Find out about Avaya's bundle offers:

- Award-winning IP Office communications platform
- Best-in-class video collaboration solution
- Energy-efficient networking solutions

Discounts are available for a limited time. [Speak to us today.](#)



**Connect your business with Avaya IP Office**

To order your information kit with insights to help you build a business case for Avaya IP Office, click on the link below.

**SEE A DEMO NOW** >

**DOWNLOAD YOUR INFORMATION KIT** >

**Speak to us today about how we can help you connect your business and your customers.**

Regards,

*The Avaya Team*

## IP Office and Scopia

**PartnerLogo** **AVAYA**  
The Power of We™

Productivity Cost Savings Simplified Management

See the productivity benefits of a connected business

Industry Leading Technology You Superior Service

49% of people now prefer to bring their own device to work (BYOD).

What if you could empower your employees to video conference seamlessly from wherever they are, using their own devices?

Avaya IP Office and Scopia® V

**SEE A DEMO NOW**

**PartnerLogo** **AVAYA**  
The Power of We™

Technical Support Manager

Our latest video conferencing technology is yours for 14 days

Finance Customer Service Your Customer

Video technology is helping businesses around the world respond faster more decisively to their customers. And this is your opportunity to try an award-winning solution at no cost.

Avaya Scopia® is an easy-to-use and affordable video solution that can connect your team, your vendors and your customers – on any device. Don't miss out on your 14-day trial.

**START YOUR 14-DAY TRIAL NOW** > **DOWNLOAD YOUR INFORMATION KIT** >

## EMEA Mid Market Campaigns

- ▶ Several EMEA campaigns available in 6 languages (English, French, German, Italian, Spanish and Russian)
- ▶ Visit Partner Marketing Central **PMC** or contact your local Marketing Manager to find out more

Video Basics: Stop the Bandwidth Bandits Before they Strike!



The Beginner's Guide to Video

[RecipientName,]

No one needs to tell you how fast technology changes. Video collaboration technology is no exception.

How do you ensure that you and your team have a solid grasp of the key technical concepts needed to evaluate video solutions? To help, Avaya has prepared a quick, interactive guide to video conferencing technology basics.

The Guide includes:

- **Bandwidth Bandits:** A short introduction to why video files are so large and the need to manage them.
- **Compression:** A quick visual introduction to why and how to make the files smaller.
- **Building Bridges and Avoiding Technology Islands:** An introduction to the concept of interoperability.

There's much more, including a glossary that explains terms like Gateway, MCU, HD Video, and SVC.

**AVAYA**  
The Power of We™

### Die Gesamtsituation im Bereich Video Collaboration

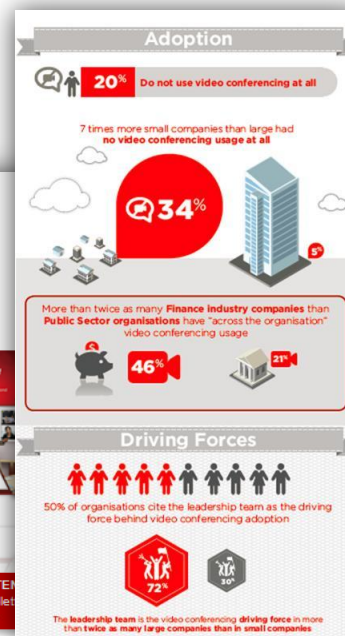
Unternehmen stellen heute nicht mehr nur deshalb auf Video Collaboration-Technologie um, weil sie ihre Reisekosten senken wollen, sondern vor allem, weil sie die Produktivität ihrer Mitarbeiter steigern und ein Arbeitsumfeld schaffen möchten, in dem die Mitarbeiter des Unternehmens effektiver arbeiten können.

In unserem Bericht „Video Collaboration im Wandel“ haben wir auf Basis unserer in über 2.000 Unternehmen durchgeführten Umfrage untersucht, welche entscheidenden Faktoren und Herausforderungen die Einführung von Video Collaboration beeinflussen.

Beispielsweise können Sie Ihr Unternehmen mit anderen Unternehmen in Ihrer Branche oder in Ihrem Land vergleichen: **Gehört Ihr Unternehmen zu den 60 % der Unternehmen in Deutschland, die über eigens für Video Conferencing eingerichtete Räume verfügen? Wird die Einführung der Video Collaboration-Technologie von der Forschungs- und Entwicklungsabteilung Ihres Unternehmens geleitet? Video Collaboration-Technologie ist in Deutschland in doppelt so vielen Unternehmen vorhanden wie im europäischen Durchschnitt!**



Laden Sie Ihr KOSTENloses Exemplar des kompletten Berichts herunter. ▶



Video Collaboration Survey 2013

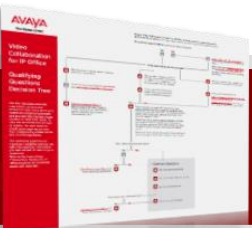


**AVAYA**  
The Power of We™

Connecting your business with video comes easy with Avaya. How ready are you for video?

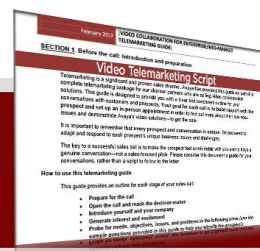
## Video Telemarketing Kits

- ▶ **Purpose:**
  - Prepare you for customer conversations
  - Use qualifying questions to identify customer applications and solution needs
  - Enable Partner, Account Manager, Specialist, and Inside Sales
- ▶ **Core Content:**
  - Refer to the telemarketing scripts and qualifying questions
  - Conversation starters and application discovery
- ▶ **Key Take-a-ways:**
  - Strategically plan your conversations in advance
  - Better understand prospects business objectives and fit for solution
  - Understand how to address unique business concerns
  - Progress lead to qualified strategy



 **Qualifying Questions**

 **Market Telemarketing Script**



 **Video Collab Telemarketing Toolkit**



## Qualifying Questions/ Decision Tree

- ▶ **Purpose:**
  - Refine customer's application objections
  - Focus sales on appropriate opportunities
  - Tailor suggested questions based on customer setting
- ▶ **Core Content:**
  - Identify customer needs and environment
  - Determine if customer has a current IP Office deployment
  - Confirm solution meets customer application and needs
- ▶ **Key Take-a-ways:**
  - Prepare for stakeholder meetings



## Scopia Awards

- ▶ **Purpose:**
  - Establish credibility by sharing Scopia industry awards and recognition
- ▶ **Core Content:**
  - Industry recognition awards for product innovation, Best Deal for SMB (Infocomm 2013) more...
- ▶ **Key Take-a-ways:**
  - Build confidence in customer about quality and leadership in Avaya video solutions

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Dashboard



Download – Awards Slide

## Specialist Coverage Map

- ▶ **Purpose:**
  - Identify your Global Video Sales Team specialist
  - Understand their role & responsibilities
- ▶ **Core Topics**
  - Engagement model defined
  - Specialist contact details provided
- ▶ **Key Take-a-ways:**
  - Contact your specialist early in process
  - Email Global Video Sales Team: [GVST@avaya.com](mailto:GVST@avaya.com)
  - Contact your Channel Account Manger (CAM) and Channel Marketing Manger (CMM)
  - Leverage their skills & expertise



Global Video Specialist Team Contact Info									
Solution Architecture	BD & Sales - US	BD & Sales - EMEA	DOA Sales - APAC	BD & Sales - APAC	Top Sales Team	Region Managers - APAC			
Colin Madams cmadams@avaya.com	Chris Fisher cfisher@avaya.com	Andy Reed areed@avaya.com	Lisa Yi lyi@avaya.com	Ray Goh rgoh@avaya.com	Neil Brown nbrown@avaya.com	Steve Ng sng@avaya.com			
Victor Palomo vpalomo@avaya.com	Yusef Khatib ykhatib@avaya.com	Nesha Dymov ndymov@avaya.com			Neil Ng nng@avaya.com	Max Santos msantos@avaya.com			
Henry Su hsu@avaya.com	Eyal Nerenby enerenby@avaya.com				Juan Carlos jcarlos@avaya.com	Dimitris dimitris@avaya.com			
					Stavros Pater spater@avaya.com				
					Christina christina@avaya.com				



# Video for IPO Technical Training & Desktop Server Deployment Guide

## ▶ Purpose:

- Intended for Technical Specialist to understand technical environment

## ▶ Core Topics:

- Review and gather customer information required to complete
- Solution Overview
- Supported Use Cases
- IP Office Installation
- Scopia XT Server Installation
- Available Technical Documentation

## ▶ Key Take-a-ways:

- Understanding technical environment for Video IPO
- Ability to provide technical overview and installation



**Technical Knowledge Transfer Presentation:**



**Scopia Desktop Server Deployment Guide**



## Customer Presentations

### ▶ Purpose:

- Enable Partners and Specialists to deliver a customer presentation to drive understanding of business value
- Gain solution validation

### ▶ Core Topics:

- Two presentations
  - **Just Click Customer SME Pitch** provides comprehensive look at Avaya IP Office solutions for Small and Mid size Enterprises. Highlights video for SME also.
  - **Avaya Video Collaboration Solution for IP Office** focuses on the video solution for IP Office. Assumes customer knowledge of IP Office already.
- Business issues and business problems
- Avaya solution strengths
- How solution addresses business issues
- Articulate your customer's use case based on discovery conversation

### ▶ Tips:

- Allow 1 hour for delivery
- Preview the two presentations and determine which best meets your customer's information needs

### ▶ Key Take-a-ways:

- Customer understanding of Avaya differentiation and solution business impact
- Gain agreement for personalized demo leveraging customer data



**Just Click SME Sales Pitch**



**Customer Presentation - Video Collaboration Solution for IP Office**



# Live Scopia Demonstrations

## ► Purpose:

- Conduct personalized demo leveraging information about the customer's environment and objectives.
- Show how the solution addresses business issues

## ► Core Topics:

- Demonstrate unique value and combined power of Avaya Video Collaboration and IP Office
- Stress differentiators and value for SMEs
- Simple, Comprehensive, Affordable

## ► Tips:

- Demonstrate experience from email invite, moderation, content share and other functionalities.
- Test onsite video connectivity prior to meeting.

## ► Key Take-a-ways:

- Differentiate Avaya Scopia video solutions for SME
- Customer envisions solution in their environment
- Encourage customer to share/experience with others
- Consider creating a personalized 14 day room trial if necessary

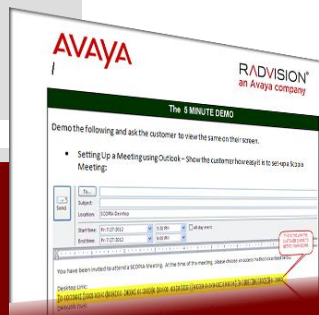
To request a Scopia demo, contact your distributor or email Avaya:

Americas: [ScopiaDemos@avaya.com](mailto:ScopiaDemos@avaya.com)

EMEA: [TryScopiaEMEA@avaya.com](mailto:TryScopiaEMEA@avaya.com)

APAC: [TryScopiaAPAC@avaya.com](mailto:TryScopiaAPAC@avaya.com)

 **Scopia Demo Script**



 **Scopia Quick Reference Card**



## Recorded Scopia Demonstrations

### ▶ Purpose:

- Show solution in action through a recorded customer demo session
- Get customer excited!

### ▶ Core Topics:

- Reviews general business benefits
- Highlights value
- Focus on accessibility and ease of use.
- Show BYOD video connectivity at customer end/devices

### ▶ Tips:

- 5 minute video recording
- Demonstrate experience from email invite through moderation, content share to other functionalities.

### ▶ Key Take-a-ways:

- Customer envisions solution in their environment
- Encourage customer to share with others
- Gain agreement for personalized demo leveraging customer data



 [Download - Scopia Mobile – Quick Start](#)

 [Download - Scopia Desktop – Quick Start](#)

 [SME Sales Pitch for Windows](#)

 [SME Sales Pitch for iPad](#)

 [Download – SCOPIA Conferencing – Demo It!](#)

 [Sample Customer Demo](#)



## Qualifying Questions

- ▶ **Purpose:**
  - Refine customer's application
  - Overcome objections
  - Focus sales on appropriate opportunities
  - Tailor questions to your customer
- ▶ **Core Topics:**
  - Identify customer needs and environment
    - Determine if customer has a current IP Office deployment
  - Confirm solution meets customer application and needs
- ▶ **Key Take-a-ways**
  - Qualified customer for proposal



 **Qualifying Questions**

## Return On Investment (ROI)

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- ▶ **Purpose:**
  - Use this tool to calculate the real savings in your organization with Avaya Video Solutions
- ▶ **Core Topics:**
  - Illustrate financial value of solution based on customers own data
- ▶ **Key Take-a-ways**
  - Simple Return On Investment to show payback
  - Discuss additional benefits such as improved productivity, faster time to market and other “soft benefits” as well



 **Scopia Video Solutions - ROI Calculator**



## Use Cases and Customer References

### ► Purpose:

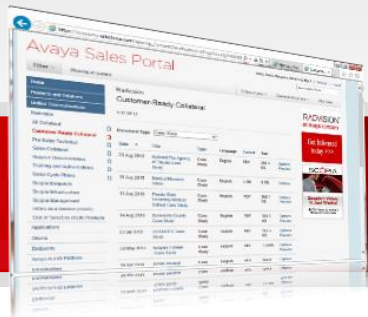
- Establish credibility
- Demonstrate prior successes to this customer

### ► Core Topics:

- Review sample use cases
- Highlight customer references
- Avaya Customer Gallery (see next slide)

### ► Key Take-a-ways:

- Customer confidence of using this solution in their organization
- Proven applications that solve business issues



## Customer Gallery References

### Recent Wins/Success Stories

- ▶ **Purpose:**
  - As necessary, share successes to convince this opportunity that the decision they are making in Avaya is a wise one.
  - Use the [Wins Around the World Job Aid](#) to help you leverage these internal win profiles and account team strategies
- ▶ **Core Topics:**
  - Leverage referencable successes when pursuing new customers.
- ▶ **Key Take-a-ways:**
  - Be prepared to incorporate stories into presentation.

### Avaya Customer Gallery

- ▶ **Purpose:**
  - To supply the most appropriate references, upon request.
- ▶ **Core Topics:**
  - Use the Customer Gallery as your 'go to' destination for named references.



#### Search

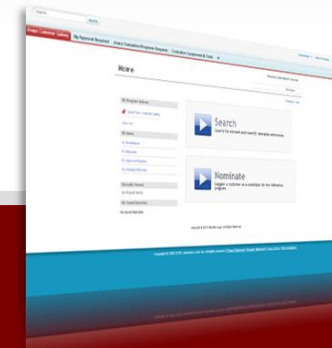
Search for content and identify desirable references.

- ▶ **Key Take-a-ways:**
  - Be prepared to supply named references only upon request so as not to deter or delay sale.

 [Global Wins Of the Week](#)



 [Avaya Customer Gallery](#)

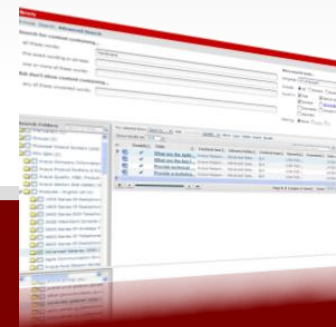


## Quoting Tool

- ▶ **Purpose:**
  - *Partners to use distributors preferred quoting tools*
  - Provide a customer quote, configuration and customer services options
- ▶ **Core Topics:**
  - Provide customer quote and configuration
  - Avaya quoting tools prompt user to select video with a series of questions starting at Essential IPO offering and above
- ▶ **Tips:**
  - Video is orderable with IPO Essential, Preferred, and Server; Basic does not support video
  - Avaya quoting tools (Proposal Suite) if needed
- ▶ **Key Take-a-ways:**
  - Tailored quote for customer

## Tailored Proposal

- ▶ **Purpose:**
  - Summarizes specific business issues identified and benefits with ROI realized
- ▶ **Core Topics:**
  - Executive Summary (aligned to customer's specific business issues)
  - Statement of Work
  - Budgetary Quote
  - ROI
- ▶ **Key Take-a-ways:**
  - Customize proposal to clearly identify the specific customer business issues and how solution solves



## Final Configuration & Partner Agreement

### ▶ Purpose:

- Serves as final, negotiated contract including terms and conditions scoping the entire project.
- Work closely with your distributor

### ▶ Key Take-a-ways:

- Relies on all information gathered throughout sales cycle including executive summary, overview of services, assumptions, exclusions, customer responsibilities, and pricing summary.

## Expand Reference Base

Back to Dashboard

### ▶ Purpose:

- Publicize the win internally using the Wins Submission form
- Avaya sales can submit **A**
- [wins@avaya.com](mailto:wins@avaya.com)

### ▶ Purpose:

- Nominate your customer into the Gallery using the nomination form
- Grow reference data base **A**



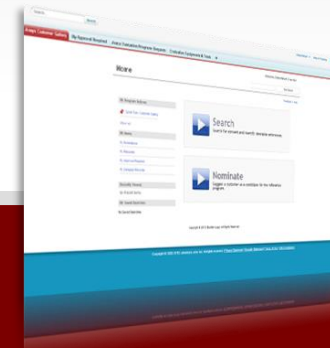
### Nominate

Suggest a customer as a candidate for the reference program.

 [Global Wins Of the Week](#)



 [Avaya Customer Gallery](#)



## Drive Customer Adoption

### ▶ Purpose:

- Create Awareness of new video solution with new users
- Encourage end user adoption

### ▶ Core Topics:

- Introduction to video conferencing
- How to use Avaya Video Collaboration for IP Office

### ▶ Key Take-a-ways:

- Customer confidence to use this solution in their organization
- Invite your new customers to a Scopia meeting !
- Discover new applications



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 [Download – Scopia Solutions Video](#)

 [Download - eBook](#)

 [Download – Avaya Solution for IP Office Poster](#)

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