

# Video Collaboration Telemarketing Toolkit





## INTRODUCTION

### What You Will Find In This Tool Kit

Welcome to the *Avaya Video Collaboration Telemarketing Kit*

We have created this tool to help you plan and conduct the most effective outbound/cold calling activities possible. Inside, you'll find helpful preparation documents including *How to Get Past the Gatekeeper* and *Overcoming Objectives*, and most importantly, a comprehensive Telemarketing Guide.

We are also providing you with customer materials and email templates that you can use before, during and after your call to provide a better experience to the prospect.

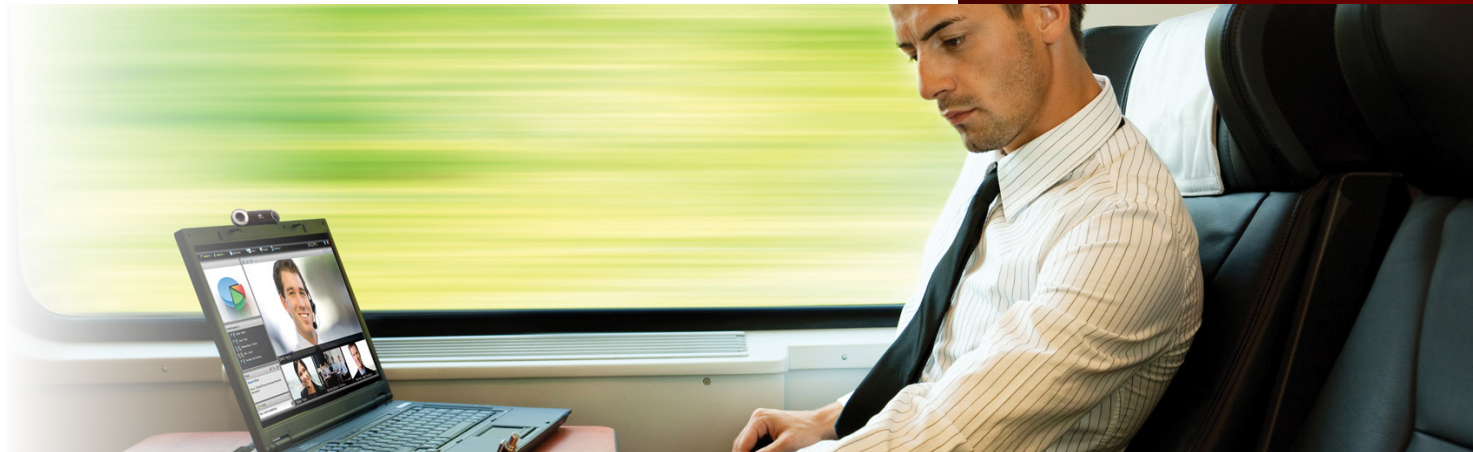
Good Luck and Happy Selling!

Click on any of the links below to go to any of the sections of this toolkit.

▶ [Start here: Why Video Collaboration Matters](#)

▶ [Sales & TM Tools](#)

▶ [Customer Materials](#)



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### Overview

Video collaboration is growing rapidly year over year. While room-based systems are responsible for most of the revenue today, much of the future growth is driven by the move towards personal video endpoints including desktop systems, smartphones and tablets. Video collaboration is quickly moving out of the boardroom and becoming an everyday business tool.

Avaya is well positioned to serve the midsize to enterprise-level market with feature-rich, easy-to-use video collaboration solutions with superior performance and TCO. This is a great time to reach out and have a conversation with your customers and prospects about their business needs, and how Avaya video collaboration solutions can help them improve productivity and accelerate their business.

### Links

- [Why Video Collaboration Matters](#)

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## SALES & TELEMARKETING TOOLS

### Overview

Making a cold call can either be one of the worst or one of most rewarding experiences for you – it all hinges on your preparation.

Please take some time and go through the important documents, which have been designed to help you prepare for your call. Remember, the call must serve a purpose for the prospect. It has to provide a payoff. Your opportunity is to use the materials to create an educational experience for the prospect and compel them to want more information – which will hopefully lead to an on-site appointment.

A couple of days prior to your call, send the door-opener email that we've provided in the **Customer Materials** section of this tool kit. This will create some awareness around Avaya and introduce you personally to the prospect. Then, the call will not come as a surprise and should improve your chances of getting phone time with the prospect.

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## SALES & TELEMARKETING TOOLS

### Links

#### Prepare for the Conversation

- [Getting Past the Gatekeeper](#)
- [Best Practices for Appointment Setting](#)
- [Value Selling Matrix](#)
- [Video Selection Guide](#)

#### Materials For Your Call

- [Video Collaboration Telemarketing Guide/Script](#)
- [Overcoming Objections](#)

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## CUSTOMER MATERIALS

### Overview

Following up with a prospect in a timely manner after you've spoken with them (or left a message) is one of the most effective ways you'll have in moving the prospect through the sales cycle. It shows your commitment and credibility to the relationship you are working to build.

In an effort to help you expedite this process, we've created email assets which you can personalize. In addition, we've provided a selection of key customer materials that you can send to the prospect, based on their area of interest. Please note this is a small sample of customer content that is available for you on the [sales portal](#) – but it should give you a great start!

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## CUSTOMER MATERIALS

### Links

#### Customer Materials to Share (or Link)

- [Forrester: The Rise of Video-Enabled Innovation Will Power Corporate Growth](#)
- [Trend Advisor](#)
- [Forrester: Video Collaboration Challenges and Opportunities](#)
- [Wainhouse: The Viability of Large-Scale Personal](#)
- [Video Conferencing Deployments](#)
- [Video at Work: Putting More Face-to-Face Collaboration into Innovation Processes \(Forrester\)](#)
- [ROI Calculator](#)
- [From Niche to Mainstream: The Evolution of Video Collaboration](#)

- [Pervasive Video in the Enterprise](#)
- [Executive Guide to Video Collaboration](#)
- [Top 10 Mobile Video Collaboration](#)
- [Beginners Guide to Video](#)
- [Video Collaboration Impact Movie](#)

#### Email Templates

- [Email to Send Prior to Your Call - OFT](#)
- [Meeting Confirmation Email - OFT](#)
- [Thank You For Your Time Email - OFT](#)

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