



# Selling Process

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## First follow up contact

Answer qualifying questions if not already answered.

- Do you use or plan to use SIP, SfB, IVR, ACD, CTI, VXML or related technology to deliver a UC or CC solution?
- Do you have any projects in process or planned? Have you had or do they have problems with implementing and maintaining their UC and CC solutions?
- What are they? How do you test new applications and upgrades before deployment?
- Would benchmark/assessment testing and regression testing be valuable in planning and managing your UC and CC solutions?
- Do you have or see a requirement for proactive testing to ensure desired customer experience is delivered?

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## Objectives

*Refer to Quick Reference Guide for value propositions.*

### Executive

- Communicate high level value proposition
- Short form of what we do
- Sponsorship – reference and introduction
- Identify right contact(s)

### Primary Buyer Influencer

- Establish rapport
- Ask about their job and issues
- Show understanding of their job /related issues
- Short form of what we do

- Communicate value proposition
- Describe expertise and flexible pricing /implementation
- Learn project and personal objectives
- Establish requirements (if time is right)
- Technical (platform, number of ports, licenses, critical interactions, etc)
- Schedule (implementation schedule, go live date)
- Budget (is there a budget for testing, what do you need from us?)
- Schedule next meeting and demo

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## Next contact

Develop and prepare SOW for approval.

Provide answers to questions from earlier contact as appropriate. Implement demonstrations and website introductions as appropriate.

Discuss requirements and gather information required to prepare a Scope of Work estimate.

### Planning and Support Professional Services

Review with IRTS for quote

### StressTest™ Performance and Load Testing (fixed price)

- Number of ports or required concurrent calls (see price list for pricing and SOW descriptions)
- Number of expected test cases (to verify within predefined scope limits)
- Type of testing infrastructure (regular or assessment)

### HeartBeat™ Experience Testing

- Call frequency (calls per hour)
- Contract term (12 months, 24 months or more)
- Long distance required (almost always calling a toll free number but option is available to cover LD if required)
- Large quantity of applications (review with IRTS for quantity discount options)
- IVR Function Testing (review with IRTS for quotation)

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## Accept order

# UC and CC solution lifecycle

UC and CC, self-service IVR and website testing



Preparation and development		Day 1: Deployment	Day 2: Operations/support
<b>Test planning and coordination</b> <ul style="list-style-type: none"> <li>• Configuration review</li> <li>• Risk assessment</li> <li>• Test requirements and objectives</li> <li>• Test plan development and documentation</li> <li>• Project support and coordination</li> </ul>	<b>Application conversion and development testing</b> <ul style="list-style-type: none"> <li>• Benchmark testing (1)</li> <li>• Usability analysis and testing</li> <li>• Comprehensive Feature Function Testing (2)</li> <li>• Regression testing (1, 2)</li> <li>• Performance testing and tuning (1, 2)</li> <li>• High availability business continuity and disaster recovery plan testing (1, 2)</li> </ul>	<b>Implementation and acceptance testing</b> <ul style="list-style-type: none"> <li>• Performance and acceptance testing</li> <li>• IVR Function Testing (2)</li> <li>• Load testing (1, 2, 4)</li> <li>• Voice intelligibility</li> <li>• Call progress and handling</li> <li>• Call routing</li> <li>• Screen-pop</li> <li>• Internet and IT integration</li> <li>• Business continuation plan</li> <li>• Disaster recovery plan</li> <li>• Experience Testing (3)</li> <li>• Acceptance documentation (1, 2, 3, 4)</li> </ul>	<b>Experience testing, upgrades and change control testing</b> <ul style="list-style-type: none"> <li>• Upgrade testing (1, 2, 3)</li> <li>• Help desk troubleshooting (3, 4)</li> <li>• Proactive availability testing (3, 4)</li> <li>• Periodic regression testing (1, 2, 3)</li> <li>• Performance and usage analytics (3)</li> </ul>

1 StressTest™ for Voice, Web 2 IVR Function Testing 3 HeartBeat™ Experience Testing 4 VC Reflector

## StressTest™ Handling objections

Most frequently experienced objections/barriers and possible response

Objections/Barrier	Possible Response
<b>We do this testing ourselves.</b>	<p>Do you use people or do you have in-house testing tools?</p> <p>If answer is <b>people</b>, discuss complexity of environment and need for documentation of testing observations so you really understand what happened on test calls. Ask how effective this approach has been in the past. Do you have an interest or requirement to do regression testing?</p> <p>If answer is <b>in-house tools</b>, determine what tools they have and ask if capacity is adequate for expected traffic and if tools provide all required information on how test calls are being processed. Are you satisfied with capability and vendor support?</p>
<b>The vendor should perform required testing.</b>	<p>Point out that end-to-end testing is about the entire infrastructure, not just what the vendor may be supplying.</p> <p>Testing is performed by an independent third party that can be the basis for customer acceptance and source of documentation of testing for future reference.</p>
<b>No budget or too expensive.</b>	<p>Discuss risk and opportunity cost of not successfully deploying on schedule. Do they really want to risk putting a multimillion dollar system into service without doing appropriate testing?</p> <p>Discuss value of risk management, quality assurance planning, cost effective approach to testing. Emphasize value of expertise and flexible/responsive approach to pricing and implementation.</p>
<b>No time in the schedule.</b>	<p>Testing can be setup and implemented in a matter of hours if necessary. Would time spent testing to ensure success be worth the investment?</p>

# HeartBeat™

## Handling objections



Most frequently experienced objections/barriers and possible response

Objections/Barrier	Possible Response
<p><b>We can or already do it ourselves.</b></p>	<p><b>Using employees:</b></p> <ul style="list-style-type: none"> <li>• Do your people like to do it?</li> <li>• How much does it cost in lost productivity, sleep, accuracy?</li> <li>• Is it repeatable?</li> <li>• Do you make recordings?</li> <li>• Are you testing after-hours?</li> </ul> <p><b>Internal system monitors:</b></p> <ul style="list-style-type: none"> <li>• Does this provide you with a complete end-to-end check including telephone network and other outsourced responsibility?</li> </ul> <p><b>Build it in-house:</b></p> <ul style="list-style-type: none"> <li>• How much does it cost to develop and to maintain?</li> <li>• Is the fox guarding the hen house?</li> </ul>
<p><b>We already use another vendor. So what's different about IRTS?</b></p>	<ul style="list-style-type: none"> <li>• Customer-service culture; you tell us what you need, we find a way to do it</li> <li>• Competitive and affordable pricing options</li> <li>• No extra charge for speech inputs</li> <li>• No extra charge for agent interaction</li> <li>• No premium charge for after-hours support</li> <li>• Response verification more reliable than speech recognition</li> <li>• Flexible notification and escalation options</li> <li>• Online access to results and process control</li> </ul>
<p><b>We outsource our host or customer-service responsibility and our outsourcer provides reports.</b></p>	<ul style="list-style-type: none"> <li>• Does your vendor proactively test the entire end-to-end business solution?</li> <li>• How are they demonstrating that the reports are accurate?</li> </ul>
<p><b>Shouldn't my vendor pay for it?</b></p>	<ul style="list-style-type: none"> <li>• Testing is not limited to a single piece of hardware or application</li> <li>• HeartBeat™ demonstrates the performance of the end-to-end voice or web solution, including components that are not part of the vendor's responsibility</li> </ul>
<p><b>It is too expensive.</b></p>	<p><b>Pricing options to match your maintenance budget</b></p> <ul style="list-style-type: none"> <li>• Pricing customized to specific project requirements</li> <li>• Pricing based on frequency of calls or interactions per hour</li> <li>• Premium options available</li> <li>• Customization available</li> <li>• Discounts for volume commitments</li> </ul> <p><b>Cost-effective test implementation practices</b></p> <ul style="list-style-type: none"> <li>• No premium charge for after-hours support</li> <li>• No charge for minor changes</li> <li>• Online access minimizes support requirements and saves you time</li> <li>• Fixed-price for setup</li> <li>• No additional charge for speech inputs</li> <li>• No extra charge for agent interaction</li> <li>• Multiple telephone number consolidation for ease of testing</li> </ul>
<p><b>We need more historical data and statistics.</b></p>	<ul style="list-style-type: none"> <li>• All levels of service offer historical data and step-by-step call details and recordings as well as web access to real-time and historical results</li> <li>• If you need more information or information presented differently, (e.g. trend analysis, time of day/week analysis, etc.) let us know and we'll show you what's available</li> </ul>
<p><b>We need monitoring for temporary purposes.</b></p>	<ul style="list-style-type: none"> <li>• Temporary HeartBeat™ services are available for: <ul style="list-style-type: none"> <li>- Trouble-shooting</li> <li>- Holiday purposes</li> <li>- Pre-production monitoring, etc</li> </ul> </li> </ul>

## Expertise and focus

Extensive testing services



- ✓ 20 years of UC and CC testing experience
- ✓ Testing provided for more than 1,000 customers
- ✓ Testing provided for business solutions in virtually all vertical industries
- ✓ Resources with expertise in UC and CC technology/solution implementation and support
- ✓ Resources dedicated to testing and customer service
- ✓ Patented tools for testing, analyzing and reporting results
- ✓ Testing capacity capable of generating thousands of calls per hour as well as tens of thousands at a time

## Flexible pricing

Fixed price packages



- ✓ You pick the pricing approach that best fits your requirements
- ✓ Pricing based on testing hours over a defined period of time
- ✓ 24/7 testing – no premium charge for non-business hours
- ✓ Discounts for volume commitments
- ✓ Pricing customized to specific project requirements
- ✓ Pricing options to match your testing requirements over an extended period of time

## Flexible implementation process

Implementation process to support your schedule



- ✓ Test planning support when you need it
- ✓ Carefully integrated test setup and pretest activity
- ✓ Testing schedule to match your requirements
- ✓ You can change your schedule the day or hour of a test with limited penalty
- ✓ Online real time test results
- ✓ Detailed analysis and reporting in 48 hours or less