

## How Can VARs Sell SIP Trunking to SMBs?

Today most small to medium sized businesses (SMBs) do not use VoIP and their perception is that IP-based communications solutions are better suited for large enterprises. According to *Business Solutions Magazine*, September 2007, in a survey conducted by Info-Tech Research Group of more than 1850 SMBs, only about 1/3 of those surveyed are using VoIP with even fewer using SIP Trunks. At the same time there is a growing number of SMBs who realize that there are benefits to be gained by simplifying how they communicate, both internally and with outside vendors. VARs can successfully sell SIP Trunking services to SMBs and increase their revenues, but the question remains of how and where to begin. The best place to start is by getting to know their customers.

Becoming familiar with SMB prospects and their understanding of IP telephony will help VARs present appropriate solutions at the right time. When a company has little knowledge of VoIP technology, allocating time to explain the basics is time well spent. For companies who have already implemented VoIP, presenting the advantages of SIP Trunking would likely be a better approach because the company is already comfortable with the technology. Focusing on features that are understood and can be used immediately rather than overwhelming them with options that appear to be unnecessary will build a level of confidence between the VAR and the SMB. By assuming the appropriate role of educator, technical expert or service provider for SMBs, VARs become trusted advisors when the occasion comes to make the decision to purchase.

VARs that are familiar with the daily operations of their clients are better able to address the specific communications problem or need at their customers' sites. Selling SIP Trunking is not an assembly line process and communication needs vary from company to company. While efficiently responding to a larger number of incoming phone calls may be critical to one SMB, another may be experiencing rapid growth and needs a better way to manage configuration changes. Well informed VARs can provide appropriate solutions for a wide range of communication problems with SIP Trunking.

Now is an optimum time to introduce new as well as established clients to the features that can be added to their existing communications system through SIP Trunking. There is no single product that can satisfy every SMB communication issue, and that is why the flexibility and scalability of SIP Trunking makes it so desirable. VARs that have identified their customers' needs can leverage this knowledge to demonstrate the value of SIP Trunking to their SMB client base whether they are new to VoIP or are moving forward toward fully converged communications.

VARs with customers who are concerned about financial implications can confidently show them the cost savings that can be realized through SIP Trunking. SMBs who implement converged communications systems through SIP Trunking can save up to 70% over that of TDM carriers. Additionally, SMBs utilizing IP telephony equipment can expect a very quick ROI depending upon existing telecom expenditures.

VARs are invited to join the Broadvox Partner Program to sell Broadvox GO! SIP Trunking to SMBs and bring the same level of service, quality and cost savings that have been perfected in the wholesale industry to SMBs. SMBs can manage their businesses better with cost-effective, scalable communications solutions offered by Broadvox GO! SIP Trunking services.