



# Remote IP Feature Phone

## Sales Guide

Over 100,000 opportunities to increase your revenue

### Introduction

There are over 100,000 installed ESI communications systems, each of which is a potential candidate for ESI's **Remote IP Feature Phone**. Understanding how to leverage the benefits of this product can provide your customers with a new appreciation of what ESI can do to enhance their everyday communications.

This *Sales Guide* gives you the knowledge to recognize and understand potential customer needs for the Remote IP Feature Phone. You might find scenarios you've never imagined before. You might learn a new tactic that will help you gain more customers. More importantly, you'll gain greater insight into a spectacular product that can open avenues for increased profits.

### About the Remote IP Feature Phone

ESI's 48-key Remote IP Feature Phone, a special version of the 48-Key IP Feature Phone, uses state-of-the-art VoIP technology to operate at almost any outlying location that has a suitable broadband data connection. This fully functional, off-site extension of an ESI IP-enabled phone system provides the same business phone features and functions of the highly featured, in-office ESI Feature Phone.

### Related documents

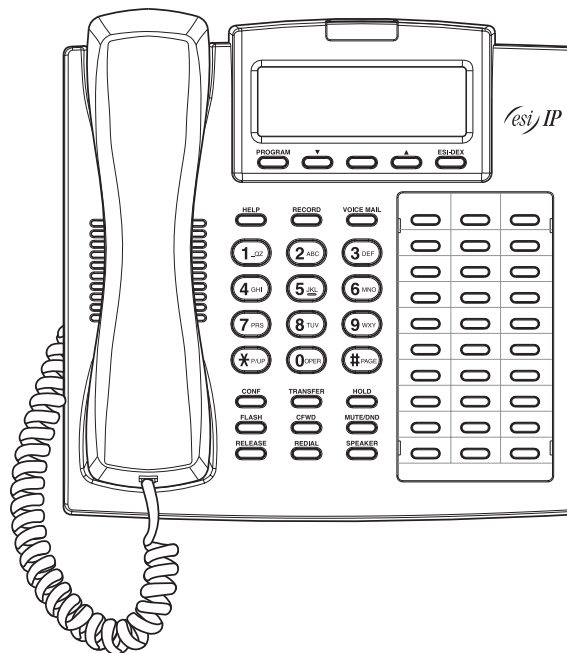
Obviously, this brief *Sales Guide* **does not** replace the existing Remote Phone documentation. In order to gain a full understanding of the Remote IP Feature Phone, become familiar with the following documents (shown with their ESI part numbers), all downloadable from [www.esiresellers.com](http://www.esiresellers.com).

#### Product documentation

- *Remote IP Feature Phone Installation Manual* (0450-0450)
- *Getting Started* (0450-0283)

#### Sales and marketing materials

- Remote IP Feature Phone brochure (0450-0269)
- *Remote IP Feature Phone Product Overview* (0450-0213)



### Market overview

*Teleworking, remote working, telecommuting* — they're all terms for a growing trend that is becoming more mainstream as technology catches up with demand. Teleworking is increasing, especially in the small- to mid-size business market. Business owners are realizing that an investment in their employees' flexibility ultimately affects the bottom line.

Teleworking can save employers thousands of dollars per year in absenteeism. If an employee typically commutes 60 minutes per day, ESI's Remote IP Feature Phone could save him/her up to two weeks of time lost per year sitting in traffic. Also, studies find that remote employees are typically happier, healthier, and more productive than their office-bound peers.

## Why ESI's Remote IP Feature Phone?

ESI, a pioneer and champion of VoIP, released the first fully featured small business IP phone systems in 2000. Because many businesses want to deploy VoIP without overhauling their phone system, ESI is committed to further developing products to provide innovative yet prudent approaches to the inevitable migration to VoIP.

The Remote IP Feature Phone presents many concrete benefits to your customers. While toll bypass was once touted as a leading factor in adopting VoIP, in the end it's not as important to some customers as is enhanced employee productivity. Still, the Remote IP Feature Phone does allow businesses to avoid costly long-distance charges, by transporting voice traffic over less expensive data networks and by completely eliminating long-distance calling charges between remote locations and the office. Just be sure that saving on long-distance isn't the **only** benefit you mention!

## Remote IP sales opportunities

### ***New customers: Differentiate with ESI***

As a Certified ESI Reseller, you have a broad range of products to use in differentiating yourself from your competitors. The same unique features available on ESI's E-Class (IVX/IP) and IVX X-Class systems are also available using the Remote IP Feature Phone. This also includes the optional *VIP*<sup>™</sup> unified communications application.

### ***Remote-enabling existing systems: Re-visit installed customer base***

Remember, there are over 100,000 reasons to visit the ESI installed customer base. Whether it be an impromptu visit, a direct mail piece, or a phone call, get in front of your existing customer base. Take the **Remote IP Feature Phone Demo Kit** with you on your next visit. You'll never know if they have developing needs unless you take the first step.

Making sales within your customer base takes much less time than finding new customers. Often, the sales cycle is shorter since you already have a relationship. Also, it can be more profitable, since you don't have to spend weeks chasing an unqualified lead. Let the

Remote IP Phone be the bridge to selling ESI valuable applications to your customers.

Especially, be sure to re-visit any branch-site customers. Sales to small branch sites can easily lead to larger sales across the company. A few Remote IP Phone sales could lead to some larger Esi-Linked phone systems.

### ***Candidates for Remote Phone sales***

Seamless remote access to the ESI feature set makes the Remote IP Feature Phone ideal for a variety of customers, including:

- **Remote or home-based employees** who require seamless access to the office phone system. Some examples are data input employees, call center agents, or work-at-home sale agents.
- **Business owners and managers** who want the flexibility to work remotely with full access to voice mail, ACD Call centers, conferencing and other features of the office phone system.
- **Customer support representatives** or employees who regularly take work home with them or whose jobs require that they be accessible outside regular business hours.
- **Temporary remote workers** who must work from home temporarily because of illness, parental responsibilities, etc.
- **Companies that want to reduce expenses** by reducing real estate expenses or taking advantage of lower labor costs in an alternate location.
- **Companies that want to reduce long-distance charges** to and from remote offices (and/or tele-commuting employees).

## To learn more . . .

For more information on applications for ESI's Remote IP Feature Phone, please contact your ESI sales representative at **800 374-0422**, or e-mail us at [sales@esi-estech.com](mailto:sales@esi-estech.com).



**Note:** For more complete details on the Remote IP Feature Phone, consult the *Remote IP Feature Phone Installation Manual* (ESI document #0450-0450). ESI-trained Resellers may download this document and any others mentioned herein from [www.esiresellers.com](http://www.esiresellers.com) (password required).