intY
a **scansource** company

zoom
DISCOVERY CALL
TOP TIPS

When speaking to a potential prospect, remember to keep the following model in mind - BANT.

B A N T

BUDGET
Can your prospect afford your product/service?

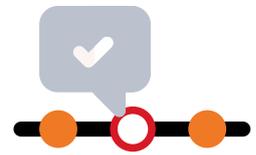### AUTHORITY
Who are the decision makers?

NEED
Has the pain point been identified?

TIMELINE
Is there a time frame for the implementation?

BANT is an excellent way to help you make sure you have everything you need from that first call to produce a really great opportunity.

Budget = Can your prospect afford the product or service that you're trying to sell them in zoom? In Zoom's case, this is typically yes as they can save you money.

Authority = Are you speaking to the correct person for decision-making? Typically this is the Head of IT or the CEO

Need = Why are they talking to you, why are they interested in having a meeting? What is their actual pain point that they have within the business?

Time = Is there a timeframe for the implementation?

zoomphone

Start off by asking...If we could solve XYZ with Zoom Phone what impact would that have on your business?

Some common objections you may experience are:

We're in a contract.

No problem! When does it end? How can we make sure we are on the RFP when you are ready to switch? How long does it generally take for a project like this to get signed off? Let's do a price comparison and see how much you could save when moving. Create a timeline and get it as close as you can to this quarter. Possible free period/buy out.

We're happy with what we have.

Great to hear! Go back to your finding the pain questions. Killer question - what is one thing your current phone system can't do, what impact does that have? What would it mean to the business (and you) if you fixed that?

I don't look after the phone system.

Not a problem, who does? As a phone user what is one thing you would like to see your current system do better? If we could fix that would you be happy to intro me to the person that looks after your phone system?

We're too busy to change our entire phone system.

Glad to hear you're busy! What projects are you working on right now? You mentioned XYZ was a pain, if we could fix that would you have more time to focus on your other projects? Zoom Phone can be deployed within minutes, let me show you.

We just bought new handsets.

Wonderful, which make and model did you get? If these handsets are compatible with Zoom Phone would you be interested in discussing this further?

I don't believe the quality will be good/what about bandwidth?

Zoom Phone is built on the same infrastructure as Zoom Meetings with 99.99% uptime we have customer that have literally thousands of ddi's with no quality issues, I'll send you the bandwith requirements for peace of mind also.

Remember, there are numerous reasons why companies make the switch to Zoom Phone:

1. Rapid Service Deployment

2. Centralised Management

3. Mobility

4. Lower TCO

5. Improved Quality and Service Reliability

Michelle Massey,
Team Lead Account Executive -
UKI VAST with Zoom

For more resources:

Zoom Phone Playbook >>

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