



## 6 Simple Ways to Turn Your Small Business Phone System into a Revenue Engine



## How to Make More Money with Your Small Business Phone System

As small business phone systems evolved, VoIP (Voice over Internet Protocol) systems promised not only to make your organization more cost-effective, but also to deliver significant improvements to productivity and process efficiency. But how can a phone system both save and make you more money at the same time?

Here are six simple ways for your organization to make more money with an OfficeSuite® small business phone system.

### **KNOW WHERE TO SPEND MORE TO MAKE MORE!**

Using special phone numbers for your marketing and sales efforts allows you to track the ROI of offline media expenditures. Knowing which campaigns and promotions give you the best results is often hard to measure using traditional media and other small business phone systems.

By using a unique phone number per campaign, region or advertisement, you can see how many people called each phone number and allows you to send those sales calls to the sales person or team of sales people most qualified to handle them.

With OfficeSuite, Broadview's complete cloud-based small business phone system, you can easily add phone numbers to your system and in minutes determine and/or change where calls to that number are routed. It is also very easy to get detailed reports so that you know the exact number of calls you received per campaign as well as the date and time the calls came in.

### **MAKE YOUR BUSINESS FEEL MORE LOCAL TO YOUR CUSTOMERS AND PROSPECTS!**

People like to buy from someone they know, and experts agree that using a local phone number in your ad or marketing piece can double your response rate and your chance of closing new business. With most small business phone systems, including OfficeSuite, you will get local phone numbers; but what if you want to sell more in the town next door, across the state, or even across the country?

Getting additional phone numbers in other areas and putting them into use is simple with OfficeSuite. We can add phone numbers to your system easily and you can determine who receives the calls into those numbers, and when, right from our customer service website.

Want to have a local phone number in California ring one of your sales people in Idaho? Not a problem.

### **INVEST IN SALES PEOPLE, NOT THE OVERHEAD!**

Opening a new office in a new territory is expensive. You have to invest not only in new people, but also in new office buildings or space, new equipment, new... everything. Or do you?

Why not test new regions by hiring contract sales people in a market where your competitors currently have significant market share or sales presence? Doing so allows you to test the waters without having to make such a large investment.

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As for staying in touch, the OfficeSuite phone system makes that easy too. We can extend your small business phone system to your new sales person with a Mitel phone, by giving them a Softphone so they can make and receive calls from their own laptop, or by giving them an extension on the phone system that forwards to another phone, like their home or cell.

A virtual office set-up like this gives you ultimate flexibility and affordability when hiring new sales people.

### **MAKE SURE REVENUE STAYS WITH YOUR COMPANY!**

Admit it, most sales people are fickle. Many sales people feel the grass is greener with your closest competitor. Sales turnover is a fact of life for many companies, but dealing with the effects of turnover is something you must manage so that you can maximize your initial investment in sales teams.

OfficeSuite's mobile twinning feature and other mobility features let you do just that. When enabled, OfficeSuite can send calls to your sales peoples' (or any employees') desk phone and mobile phone at the same time. This way they never miss a call or an opportunity to close a new deal.

But take this a step further.

When sales people leave a company, they often take your best contacts—or worse—customers with them! How can you avoid this? Well, the first step is not publishing personal cell phone numbers on business cards or email signatures.

With mobile twinning, calls continue to reach your employees where and when they want... unless they are no longer part of your company. When sales people leave your company, their prospects continue to call your phone number which you can easily direct to another employee on the system.

How much does a single lost deal or lost month of revenue cost your business? In many cases, about the same as a year of OfficeSuite service for your entire organization.

### **START A NEW SALES CHANNEL WITHOUT ANY NEW PEOPLE!**

I remember a company all-hands meeting where the CEO asked, "Would all the sales people please raise their hands?" Problem was only about one-third of the hands in the room went up, to which the CEO responded, "I better see every hand up."

Point being, all your employees should be sales people, but training non-sales people to sell is often hard and making them effective is even harder.

And even more ironic, your non-sales employees—those in customer service, billing etc.—usually have the best relationship with and the most knowledge about your current customers. With proper supervision and coaching, non-sales people can be effective at generating revenue. Here's how.

Have relevant non-sales employees upsell! Provide incentives and commission and make sure you coach employees in this effort. Call center tools are part of the OfficeSuite small business phone system. These tools allow you to record and score individual calls; it also enables managers to listen in on active conversations to hear how employees are dealing with callers.

Best of all, these tools help you improve not only upselling performance, but also

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your overall customer experience. A famous PC maker once reported that 90% of all profit was made from upselling. How much money is your company leaving on the table?

### **NEVER MISS A SALE**

You may feel like customers always buy on price, but the reality is that customers buy from companies they trust and that they can depend on. Customer service plays an even more important role in a modern business than it ever did before.

When your customers cannot reach your employees, they struggle to get their own work done. But that can easily be fixed by making sure your customers can always reach your employees, especially your sales people. Tools like Mobile Twinning send calls to your employees' desk phones and their cell or home phones simultaneously. That way your employees never miss an important call again.

OfficeSuite includes the ability to alert employees to important messages. Each user can easily set up their own preferences and can have voicemails sent to any email address as a notification or as an audio file attachment. They can even have the system send SMS text messages to their mobile phones letting them know they have a new message.

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***With OfficeSuite you never miss a call, a customer or a sale.***

Take steps now to convert your office into a revenue-generating machine! Ask for a live demonstration of small business phone system, OfficeSuite.

