THE 7 MOST COMMON AND COSTLY MISTAKES

Companies Make When Choosing A New Business Phone System

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FREE Small Business Advisory Guide:

The 7 Most Common And Costly Mistakes Companies Make When Choosing A New Business Phone System…

And How To Avoid Them

This exclusive insider's report will reveal:

- Eight critical questions you should ask any phone vendor before signing a contract.
- How to avoid getting talked into unnecessary bells and whistles and expensive maintenance contracts.
- How to avoid getting locked into a complicated system that you can't support in-house, or expand without significant upgrade costs.
- What features and support to demand in the basic package.
- Why it's so important to purchase an "open system".
- The single most important feature in a voice mail system; overlook this feature and you'll regret it forever.

This guide is provided as an educational resource by:
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The 7 Most Expensive Mistakes Companies Make When Choosing A New Phone System… And How To Avoid Them

No matter which way you look at it, buying a new phone system can be a significant investment for any business.

But it can be an ***even more*** expensive and frustrating process if you end up making many of the costly mistakes that trap buyers into:

- Paying too much for unnecessary bells and whistles and ongoing maintenance.
- Getting locked into a complicated system that you can't support in-house or expand without significant upgrade costs.
- Getting locked into an expensive and limiting contract.
- Not getting the features you need in the base package and subsequently having to pay a LOT more for 'upgrades' and ad-on services that you *thought* were included.

Worse yet, once you've spent the time and money to install a new system, you're pretty much stuck with it and the last thing you want is an overpriced, complicated system that requires a lot of outside maintenance.

Who I Am And How I Can Help You Avoid Making A Bad Decision On Your Next Phone System

My name is Stuart Bryan and I'm the Founding Partner of I-M Technology, LLC. Over the last 12 years I've partnered with many phone vendors and assisted with installation and maintenance for a variety of different companies. I've found many phone vendors continue to install antiquated systems with legacy phone lines and ignore the cost savings and future proof technology available today.

I am also intimately familiar with most types of corporate phone systems, including everyone from the big vendors to the smaller, lesser known systems. I specialize in helping companies with 25 to 100 users make smart, cost-saving decisions when buying a new phone system.

Unfortunately, a lot of companies get suckered into buying an overpriced, complicated phone system simply because they didn't know all of the options available to them, or simply because they didn't know how to ask the right questions when interviewing phone vendors.

With so many choices, it can be very difficult to make an educated decision without spending days or weeks researching all of the vendors and options you have. That's why I created

this report; I wanted to arm buyers with a quick reference to help them make the absolute best decision when buying a new phone system.

Buyer Mistake #1:
Not planning for future needs

Before you buy a system, make sure you have answers to the following questions to plan ahead for future needs:

- How many new employees do you think you will hire over the next 5 years?
- Will you have remote offices or employees working from home?
- Do you think you will open other branches in the future?
- Do you need the ability to do call reporting / call accounting?

Look for a system that will allow you to add new features and expand your system later on at virtually no additional cost. A good question to ask your vendor is, "If we decide to add these features later on, what will it cost us in total hardware, software, and services?"

Buyer Mistake #2:
Buying phone lines

There was a time when you thought to yourself; "there's usually 10 of us on the phone at a time, so we better buy 15 lines to avoid a busy signal". Now imagine if you add to that one or more remote locations. Suddenly you're paying for phone lines you don't need. Even if you're buying phone lines from Comcast (which is cheaper than Verizon) you're still paying too much.

- Buy a system that includes bundled minutes. Using your past phone bill you can easily budget for future needs and only pay for what you truly use. With Voice Over IP (VoIP) phone lines are a thing of the past.

- Use a vendor who is responsible for the entire phone system **and** the dial tone. Otherwise when the dial tone goes out, you're dealing with two vendors, or listening to a finger pointing scenario.

Buyer Mistake #3:
Not getting enough voice mail

Don't underestimate the value of voice mail. The last thing you want a customer to hear is, "Sorry, you cannot leave a voice mail message because this user's box is full." To avoid this all together, make sure your system has unlimited ports of voice mail. Also, your system should have the ability to set up an unlimited number of voice mailboxes.

Buyer Mistake #4:
Not buying a system that can be easily maintained in-house

Anyone who has ever owned a traditional PBX or legacy telephone system knows the incredible costs for maintenance, support, and upgrades. In fact, because all maintenance activities on these types of phone systems requires vendor involvement at $150 or more per visit, **lifetime maintenance costs on a legacy PBX typically run as high as 40% of the system cost**.

In other words, that $50,000 phone system will really cost you $70,000 before you're done. If you want to add, delete, or change a user's extension, can you do it in house or do you need to call the vendor, wait 2 days for the guy to come out, and pay $150? This is a no-brainer; make sure your system can easily be supported in-house by end-users and you'll save a lot of time and money.

Buyer Mistake #5:
Paying for technical support

With any new system, you are bound to run into a few snags and have questions. Make sure the vendor provides free, unlimited phone and e-mail support at a minimum. You should also see how easy it is to move, change, or otherwise alter the extensions, voice mail boxes, and other features of your system.

Buyer Mistake #6:
Buying a system that doesn't have "next generation" features already embedded

While you might not think you want or need next generation features such as Voice Over IP or VoIP (the ability to run voice calls over the Internet to save on phone bills), web interactions, and e-mail integration, the system you buy should allow you to implement these features very inexpensively some time in the future.

Look for a system that embeds:

- Voicemail with forwarding to email
- Chat Messaging with coworkers
- Automatic call distribution
- Intercom functionality/paging
- Call forwarding
- Effortlessly Transfer calls between locations

- Call detail reporting
- Follow-me dialing
- Disaster recovery failover

These embedded features will eliminate the need to purchase these applications separately down the road. If the system you are considering requires complex infrastructures, implementations, or pricing schemes to add these features on, look for another system.

Buyer Mistake #7:
Buying on price alone without making sure the vendor you are buying from is truly qualified

The old saying, "you get what you pay for" is true for a reason. To be clear, we're not suggesting you have to seek out the most expensive vendor to make sure your system is installed correctly and without problems – but we ARE suggesting you should seek out the most QUALIFIED vendor.

Money saved up front can quickly be lost in your time (and frustration) in getting the system to work, getting your vendor to keep their promises, and dealing with problems and system failures. After all, a down phone system (or one that doesn't work properly) can make you look bad to customers and prospects and end up costing you in lost business.

To avoid this, do a little homework to make sure the vendor you are considering is capable of properly installing and supporting your new phone system. Ask potential vendors:

- Do you offer a money back guarantee, IN WRITING?
- How long have you been selling this system?
- What is your relationship with the manufacturer?
- Can you provide RECENT references of companies who have purchased a system from you within the last 3 to 6 months?
- Can I visit the site of an installation you've done?
- Do you have support available 24x7x365?
- Can I have access to cell phone numbers for your technicians?
- What do you charge for support?

A good vendor will have a WRITTEN guarantee (don't just take their word for it!) and have a long, close history with the manufacturer they represent. They won't be afraid to allow you to talk to recent clients, or take you on a site visit. If the vendor doesn't have good answers to these questions, chances are they could leave you high and dry and they are not the type of company you want to deal with.

For example, our written guarantee is:

Our phone systems come with a 30-day money back guarantee. We will refund your money and reactivate your old system if you're not satisfied.

How can we make this type of guarantee? Simply because we know what we are doing and have complete confidence in our ability to recommend the RIGHT system for you from the beginning. Just look at what our clients have said about us:

Not Sure If You Are Ready To Upgrade Your Phone System? Our Cost-Benefit Analysis Will Help You Decide

If you are a small business owner that is thinking about upgrading your current phone system because it's outdated, you're moving your office or because you just want to see if you can save money on your phone bill, we'd like to offer you a Free Cost-Benefit Analysis consultation to demonstrate how we might be able to help you:

- Instantly cut your phone bill by 12% to as much as 83% without any noticeable difference in the quality and reliability of your service. A 50% savings is typical.
- Improve employee and client communications with conference calling, find-me-follow-me call forwarding, easy transfers to remote offices.
- Disaster Recovery built in. When the power goes out or utility pole goes down, calls route to another office, cell phones, or queue to voicemail in the cloud.

What makes us unique is the hybrid phone system quality and continual new features. It's a phone system you won't outgrow.

Which ultimately means to you reduced long term cost of ownership and an always up to date phone service.

Here's How A Free Cost-Benefit Analysis Works:

At no charge, we will come to your office to review your current phone system, telephone bill, future needs and business practices.

Based on what we discover, we'll provide you with one or more options for helping you to save money and get the results you want. We'll be happy to discuss your options, clarify any grey areas, and answer any questions you have. We will also map out the costs and steps involved so you know exactly what to expect.

At the end of this analysis, you'll be in a much better position to make an informed, intelligent decision on whether or not you should upgrade your phone system, AND which option(s) will work best for you.

You are under no obligations to do or buy anything; this is simply our way of introducing our services to you and demonstrating how we can make all your phone system problems a thing of the past.

What To Do Now

To request your Free Cost-Benefit Analysis do one of the following:

1. Call us direct at 860-237-8811

2. Complete the form at http://www.i-mtechnology.com/voip-eval

Phil from our office will call you schedule a convenient time for us to meet for 20 minutes. Remember, there is no obligation for you to buy or do anything – this is simply a discovery meeting to see if a VoIP phone system is right for you.

Good networking,

Stuart Bryan, Founding Partner

I-M Technology, LLC