



Sales Training Manual

Solution-by-solution playbook for the sales team

Discovery · VBRs · Scripts · Objection Handling · Proof Points
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ONECLOUD SALES TRAINING MANUAL

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ONECLOUD SALES TRAINING MANUAL

Section 1: POTS Line Replacement

This section equips you to identify, qualify, and close POTS Replacement opportunities. Work through it top to bottom: understand what the product is and why it matters, learn who to target, ask the right discovery questions, present the value, handle objections, and follow the scripts. Each later section of this manual (Mobile, AlertBlast, Internet Rip-and-Replace, UCaaS, CX, and more) follows this same structure.

1.1 Product Overview — What POTS Replacement Is

POTS (Plain Old Telephone Service) lines are the legacy analog copper lines businesses have relied on for decades. As carriers phase copper out, prices are climbing fast — monthly rates now approach **\$240 per line** in some areas. OneCloud POTS Replacement migrates those analog voice and specialty lines to a modern, cloud-based solution that keeps mission-critical systems running while cutting cost and ensuring compliance.

How it works, in plain terms:

An on-site device (an analog terminal adapter, or ATA, paired with a 4G/5G router and 12–48 hour battery backup) connects the customer’s existing analog equipment — fire panels, elevator phones, alarms — to OneCloud’s managed network. The equipment doesn’t change; the line behind it does. If primary internet fails, **LTE failover** keeps those critical systems online.

Common analog applications we replace:

- Fire alarm panels and burglar/security alarm panels
- Elevator call boxes and emergency phones
- Building-entry intercoms and gate/access call boxes
- Fax machines and point-of-sale (POS) systems
- Blue-light/panic phones, meter reading, modems, SCADA, and out-of-band management

1.2 Why It Matters — The Market Trigger

The single most powerful fact in this conversation: **carriers are required to retire copper POTS service**. Most businesses don’t find out until a price-increase notice lands — often 3–5× their current rate. Your job is to reach them *before* that notice forces a rushed, expensive decision.

Staying the Course	OneCloud POTS Replacement	A Complete Overhaul
Maintain existing POTS lines, averaging	Comprehensive cellular solution for as little as	Competitors' upfront cost to implement incomplete systems
\$175+ / line / month	\$30+ / month	\$2,500+

Potential cost savings of **300% or more**, with savings of 30–50% common on day one.

1.3 Ideal Customer Profile — Who to Target

Target any organization with legacy copper-line reliance — especially multi-site operations where line counts and costs multiply. Strongest verticals:

- **Healthcare** — hospitals, clinics, pharmacies (HIPAA environments; many alarm and fax lines)
- **Education** — K-12 and campuses (elevators, fire panels, emergency phones across buildings)
- **Public safety & government** — blue-light phones, emergency call boxes
- **Retail & hospitality** — POS lines, alarms, multi-location footprints
- **Property management & commercial real estate** — elevators, entry intercoms, fire systems per building
- **Manufacturing & industrial** — SCADA, meter reading, out-of-band management

Central Florida targeting tip

Aging buildings across Orlando, Lakeland, Kissimmee, Clermont, Daytona, and the Space Coast carry stacks of copper lines for elevators and fire panels. Property managers and healthcare campuses with multiple buildings are the fastest path to multi-line deals.

1.4 Discovery Questions

Open the conversation and uncover line count, cost, and risk. Lead with cost and compliance — they create urgency.

Cost & billing

- How many analog or copper phone lines do you currently pay for across all locations?
- What are you paying per line per month — and have you seen increases or a discontinuation notice from your carrier recently?
- Are these lines on a separate bill from your internet and voice service?

Applications & risk

- What's connected to those lines — fire alarm, elevator phones, security, fax, POS, intercoms?
- What happens to those systems today if a line goes down? Has it happened?
- How many physical locations or buildings need to stay covered?

Compliance & decision process

- Are you subject to NFPA 72, HIPAA, or PCI requirements on any of these lines?
- Are you confident your current setup meets Kari's Law and Ray Baum's Act for 911 location accuracy?
- Who else is involved in a decision to modernize these lines — facilities, IT, finance?

1.5 Valid Business Reasons (VBRs)

A VBR is the concrete, business-level reason the prospect should act *now*. Match the VBR to what discovery surfaced:

If you hear...	Lead with this VBR
"Our phone bill keeps climbing."	Replace copper at ~\$175+/line with a cloud line from ~\$30/mo — 30–50% savings on day one, predictable subscription pricing.
"We got a notice from our carrier."	Copper is being retired. Migrate on your timeline now, instead of paying a forced 3–5× increase later.
"We can't risk our fire/elevator lines."	LTE failover and 12–48 hr battery backup keep mission-critical systems online during outages — more reliable than copper.
"Compliance is a headache."	Built-in 911 tools meet Kari's Law & Ray Baum's Act; solution meets NFPA 72, HIPAA, and PCI requirements.
"We have lines all over the place."	Centralized online portal with real-time monitoring and alerts across every site — one pane of glass, less IT overhead.

1.6 Key Differentiators & Proof Points

- **Guaranteed compatibility** with existing legacy equipment — no expensive rip-and-replace of devices.
- **More reliable than copper** — LTE failover + 12–48 hour battery backup keep critical lines up during outages.
- **Compliance built in** — meets/exceeds national, state, and local building and fire codes; NFPA 72; Kari's Law & Ray Baum's Act; HIPAA; PCI.
- **Real-time monitoring & alerts** through an online status and management portal.
- **Best SLAs in the industry** and cost savings up to 50% (300%+ potential).
- **Single-provider simplicity** — phones, internet, and POTS lines under one roof (see proof point below).

Proof point — Industrial Battery & Charger, Inc.

A 16-site leader in motive-power battery and charger solutions was hit by rising copper-line costs and needed to stand up new sites fast. OneCloud set up sites remotely, enabled 4-digit dialing across all locations, and minimized downtime on their own timeline — consolidating phones and internet with one provider.

1.7 Objection Handling

Objection	Response
"Our current lines work fine."	They do — today. But copper is being retired and prices are rising 3–5×. Moving now on your terms beats a forced, rushed switch later, and you'll cut cost immediately.

"We can't have any downtime on fire/elevator."	That's exactly why we exist. Your equipment stays in place, and LTE failover plus 12–48 hr battery backup make these lines more resilient than copper.
"Switching sounds expensive and disruptive."	There's no device replacement — we connect to what you have. A project manager handles install and porting, and most clients save 30–50% from month one.
"Will this keep us compliant?"	Yes — compliance is built in: NFPA 72, Kari's Law, Ray Baum's Act, HIPAA, and PCI, with 911 location accuracy and real-time monitoring.
"We have too many lines to deal with this."	More lines means more savings and more risk to consolidate. Our portal manages every line across every site from one place — that's the win.

1.8 Scripts

A. Cold call opener

Goal: earn 30 seconds, surface line count and the copper-retirement trigger.

YOU:

"Hi [Name], this is [You] with OneCloud here in Central Florida. Quick reason for the call — the phone carriers are retiring the old copper lines that businesses use for things like fire alarms, elevators, and fax. Most companies don't hear about it until they get hit with a price increase. Can I ask — do you still have any of those analog lines in your buildings?"

IF YES:

"That's exactly who we help. Most of our clients are paying \$150–\$240 a line and we get them onto a cloud line starting around \$30 — same equipment, more reliable, fully compliant. Worth fifteen minutes to count your lines and show you the savings?"

B. Voicemail

YOU:

"Hi [Name], [You] with OneCloud, (407) 588-3208. The carriers are phasing out the copper lines behind fire panels, elevators, and alarms — and raising prices sharply before they do. I can usually cut those line costs 30 to 50 percent while keeping you compliant. Call me back at (407) 588-3208 and I'll run the numbers for you."

C. Discovery-to-close transition

YOU:

"So it sounds like you've got [X] lines, you're paying about [\$Y] a month, and the ones that worry you most are [fire / elevator / alarm]. Here's what I'd recommend: we keep all that equipment exactly as it is, move the lines to our cloud with LTE backup, and you stay compliant on NFPA 72 and 911. That takes your bill from roughly [\$Y] to [\$Z]. The next step is a quick line audit — I'll handle it. Does [day/time] work?"

D. Email follow-up

Subject: Before your phone carrier raises your rates

Hi [Name] — great talking with you. As copper lines get retired, the analog lines behind your fire panels, elevators, and alarms are getting expensive fast — often 3–5×. OneCloud moves those lines to the cloud with LTE failover and battery backup, keeps you compliant (NFPA 72, Kari’s Law, Ray Baum’s Act), and typically cuts the cost 30–50%. No equipment to replace. Can I put together a quick line audit and savings estimate? — [You], OneCloud, (407) 588-3208

1.9 What Happens After the Sale — The Install Process

Set expectations with confidence. OneCloud runs a six-step, project-managed onboarding:

1. Account Setup	2. Meet Your PM	3. Scheduling
Assign a project manager to the account.	Introduction to the team.	Verify project details; finalize install date and time.
4. Installation	5. Porting	6. Account Completion
Install equipment and train the team.	Review, request, and confirm transfer of phone numbers.	Verify completion and set up billing.

1.10 One-Page Quick Reference

Pitch in one sentence	Copper is being retired and prices are spiking — OneCloud moves your fire, elevator, alarm, fax, and POS lines to the cloud, keeps the same equipment, adds LTE backup, stays compliant, and cuts cost 30–50%.
Best opening question	“Do you still have analog lines for fire alarms, elevators, or fax — and have you seen the price go up?”
Numbers to remember	Copper: \$175+/line/mo. OneCloud: from ~\$30/mo. Savings: 30–50% (up to 300%+). Backup: 12–48 hrs.
Compliance keywords	NFPA 72 · Kari’s Law · Ray Baum’s Act · 911 location accuracy · HIPAA · PCI
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 2: OneCloud Mobile

This section equips you to sell OneCloud Mobile — a business line embedded directly on an employee's phone, using the device's native dialer with no app to install. Work top to bottom: what it is, why it matters, who to target, discovery, value, objections, and scripts.

2.1 Product Overview — What OneCloud Mobile Is

OneCloud Mobile turns any mobile phone into a full-featured extension of the business phone system. A business line (landline or mobile DID) is assigned to a SIM — eSIM or physical — so all business calls and texts run over the **native dialer** on the real mobile network, not VoIP. There is **no app to install**, which solves the adoption problem that plagues other mobile UC tools.

Key features:

- **No mobile app required** — uses the phone's native dialer; nothing to learn or adopt.
- **Dual personas** — automatically separates business from personal calls, texts, and identity on one device.
- **True mobile network voice & SMS** — top call quality, not dependent on data/VoIP.
- **eSIM provisioning via QR code** — fast activation; supports BYOD and company-owned devices.
- **Call recording, reporting & CRM integration** — capture and monitor business calls/texts.
- **Call-center capable** — give remote agents a full phone system with complete mobility.

2.2 Why It Matters — The Market Trigger

The workforce is mobile, deskless, and distributed — but business communication, compliance, and recording were built for desks. Companies either buy a second company phone for every employee (expensive) or let staff use personal phones with no control, no recording, and no compliance (risky). OneCloud Mobile removes that trade-off: one device, two personas, full business control.

The compliance angle that closes deals

In finance, healthcare, and any regulated field, business calls and texts must be captured and recorded — even on the go. Texting a client from a personal phone is a compliance gap. OneCloud Mobile records and monitors business communications automatically while leaving personal communications untouched.

2.3 Ideal Customer Profile — Who to Target

Any organization with mobile, deskless, or field employees — and anyone in a regulated industry. Strongest fits:

- **Field-service organizations** — HVAC, installers, service techs, contractors, delivery, logistics.
- **Finance & insurance** — where call/text recording and compliance are mandatory.

- **Healthcare** — mobile clinicians and staff who need recorded, compliant communications.
- **Distributed sales teams** — reps who live on their phones and need CRM logging.
- **Existing OneCloud customers** — natural add-on to extend the phone system to mobile staff.

Central Florida targeting tip

The Orlando/Lakeland/Kissimmee corridor is dense with HVAC, construction, logistics, and home-service companies running fleets of field techs. These are textbook OneCloud Mobile accounts — lead with cost savings on duplicate phones and quality-assurance recording.

2.4 Discovery Questions

Devices & cost

- How many employees work in the field or away from a desk?
- Do you provide company phones, have staff use personal phones, or a mix?
- What are you spending per month on mobile lines and devices today?

Control & compliance

- When a tech or rep calls or texts a customer from their phone, do you have any record of it?
- Are you in an industry that requires recording or monitoring business communications?
- What happens to the customer relationship when an employee leaves with their personal number?

Adoption & experience

- Have you tried a business-phone app before? Did employees actually use it?
- Would separating business and personal on one device help your team?

2.5 Valid Business Reasons (VBRs)

Match the VBR to what discovery surfaced:

If you hear...	Lead with this VBR
"We pay for too many phones/plans."	Eliminate duplicate company devices and premium plans — embed a business line on the phone they already carry. (HVAC client saved \$2,100/mo; food manufacturer saved \$220K/yr recurring.)
"We have no record of field calls."	Automatic call/text recording and reporting for every business interaction — quality assurance and compliance built in.
"Staff won't use the app we bought."	No app required — it uses the native dialer, so adoption is instant and training is near-zero.
"Reps leave and take the number."	Business DID's live on the SIM and in the cloud — you keep the number and the customer relationship.

“We’re worried about compliance.”

Dual personas separate and record business communications automatically without touching personal privacy.

2.6 Key Differentiators & Proof Points

- **Native dialer, no app** — solves the #1 failure of competing mobile-UC tools: adoption.
- **Real network voice/SMS**, not VoIP — better quality and reliability.
- **Dual personas** on one device — privacy for the employee, control for the business.
- **Future-proof integrations** — UC, recording, CRM, enterprise messaging, workforce optimization.
- **30-day risk-free eSIM trial** — let prospects try it before committing.
- **White-glove install, training, and 24/7 U.S.-based support.**

Proof point — Leading U.S. food manufacturer

A top food producer struggled to reach deskless workers on legacy landlines. With OneCloud Mobile they realized first-year savings of nearly \$400,000 and recurring annual savings of \$220,000, extended communication to previously excluded deskless workers, integrated with Office 365, and gave IT the control needed to protect the supply chain.

Proof point — Notable HVAC company

With 100 phones and tablets in the field, costs were high and control was low. OneCloud Mobile cut \$2,100/month, enabled precise data-usage tracking and number redirection, and recorded all technician calls — sharply improving quality assurance.

2.7 Objection Handling

Objection	Response
“Employees won’t want work on their personal phone.”	Dual personas keep business and personal completely separate — personal privacy is untouched, and they carry one device instead of two.
“We already give out company phones.”	Then you’re paying twice. Embed the business line on fewer devices, or keep company phones but gain recording, control, and CRM logging you don’t have today.
“Is call quality as good as a normal call?”	Better than app-based tools — it uses the real mobile network and native dialer, not VoIP over data.
“Sounds complicated to set up.”	Activation is a QR-code scan for eSIM, with white-glove setup and training. Try it risk-free for 30 days first.
“What about compliance and recording?”	Business calls and texts are captured automatically; personal stays private — ideal for finance, healthcare, and field teams.

2.8 Scripts

A. Cold call opener

Goal: surface field-staff count and duplicate-device cost.

YOU:

“Hi [Name], [You] with OneCloud here in Central Florida. Quick question — do your field techs and reps use company phones, their own phones, or a mix? ... The reason I ask: we can put a business line right on the phone they already carry — no app to install — so calls and texts are recorded and compliant, and you stop paying for duplicate devices. Most clients cut a couple thousand a month. Worth a quick look?”

B. Voicemail

YOU:

“Hi [Name], [You] with OneCloud, (407) 588-3208. If your team is out in the field on their phones, I can give you a recorded, compliant business line on the device they already carry — no app — and usually cut mobile costs at the same time. Call me at (407) 588-3208 and I'll show you how it works.”

C. Discovery-to-close transition

YOU:

“So you've got about [X] field staff, you're paying [\$Y] a month, and you've got no record of what gets said to customers. Here's what I'd do: embed a business line on their phones with the native dialer, turn on recording, and separate business from personal. You keep your numbers, you get the recordings, and the bill goes down. Let's start with a 30-day risk-free eSIM on a couple of phones — can we set that up this week?”

D. Email follow-up

Subject: A business line on the phone your team already carries

Hi [Name] — great talking with you. OneCloud Mobile puts a recorded, compliant business line right on your team's existing phones using the native dialer — no app to install, so adoption is instant. It separates business from personal, keeps your numbers in the cloud, and typically lowers mobile costs (one HVAC client saved \$2,100/month). Want to try it risk-free for 30 days on a few phones? — [You], OneCloud, (407) 588-3208

2.9 One-Page Quick Reference

Pitch in one sentence	A recorded, compliant business line embedded on the phone your team already carries — native dialer, no app, separating business from personal and cutting duplicate-device cost.
Best opening question	“Do your field staff use company phones, personal phones, or a mix — and do you have any record of those customer calls?”
Numbers to remember	HVAC client: ~\$2,100/mo. Food manufacturer: ~\$400K first-year / \$220K recurring. Trial: 30 days risk-free.

Key differentiators	No app · native dialer · dual personas · real-network voice (not VoIP) · recording & CRM · eSIM QR activation
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 3: OneCloud Connect

This section equips you to sell OneCloud Connect — an all-in-one productivity app that puts calls, video, team chat, SMS, and file sharing in a single interface. It's the simplest entry point for small teams that are drowning in disconnected tools.

3.1 Product Overview — What OneCloud Connect Is

OneCloud Connect is a unified productivity platform that combines chat, calls, SMS, file sharing, and video conferencing in one app, across every device. Instead of juggling separate tools for messaging, meetings, and files, a team works from a single interface with channels for collaboration and real-time insights.

Key features:

- **One unified interface** — channel, message, video, chat, and phone in a single app.
- **Cloud file sharing** — share documents and files directly inside conversations.
- **Channel collaboration** — organize teams, projects, or clients into dedicated channels.
- **Video & audio conferencing** and webinars for teams and customers.
- **Integrated SecureFax** — send/receive faxes via encrypted TLS, no separate line or downloads.
- **Works across all devices** — simple and flexible for desktop and mobile.

3.2 Why It Matters — The Market Trigger

Small businesses and growing teams wear a lot of hats, and the last thing they need is juggling multiple communication tools, missed messages, or confusing tech. Every disconnected app is another subscription, another login, and another place a message gets lost. Connect consolidates all of it into one simple place so a team stays productive from anywhere.

Where Connect fits

Connect is the lightweight, fast-to-deploy collaboration layer — ideal for smaller teams, new businesses, and anyone who wants chat + video + file sharing without a full phone-system overhaul. When a prospect needs the complete business phone system, move them to OneCloud Complete (Section 4).

3.3 Ideal Customer Profile — Who to Target

- **Startups & small businesses** juggling email, texts, and a patchwork of free apps.
- **Growing teams** that need channels, webinars, and file sharing as they scale.
- **Distributed / remote teams** that must collaborate from anywhere on any device.
- **Project-based businesses** (agencies, trades, services) that benefit from per-job channels.
- **Existing OneCloud customers** wanting a simple collaboration add-on.

Central Florida targeting tip

New businesses are forming fast across Orlando, Kissimmee, and the Lake County growth corridor. Early-stage teams adopt Connect quickly because it replaces several tools at once — land them early and grow the account into Complete and Mobile later.

3.4 Discovery Questions**Current tools**

- How does your team communicate today — texts, email, a chat app, something else?
- How many separate apps are you paying for or using for messaging, meetings, and file sharing?
- Where do files and proofs live right now, and how do you share them with the team?

Pain & growth

- Do messages ever get missed or lost between tools?
- Are you running video calls or webinars for your team or customers?
- As you grow, do you need a way to organize conversations by team, project, or client?

3.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"We're juggling too many apps."	Replace several subscriptions with one — calls, video, chat, SMS, and file sharing in a single interface.
"Messages get lost."	Channel-based collaboration keeps every conversation organized and in one place across all devices.
"We email files back and forth."	Share files directly inside conversations — no clogged inboxes or version confusion.
"We're growing fast."	Create channels and webinars as you scale — one client grew their customer base using Connect webinars.
"We still rely on faxing."	Built-in SecureFax sends and receives encrypted faxes in the app — no separate fax line.

3.6 Key Differentiators & Proof Points

- **Truly all-in-one** — calls, video, chat, SMS, and file sharing in one app, not a bundle of separate tools.
- **Simple & flexible across all devices** — minimal learning curve, fast to deploy.
- **Channels + real-time insights** — collaboration organized the way teams actually work.
- **Integrated SecureFax** — encrypted fax-to-email and email-to-fax with no extra line.
- **Backed by OneCloud** — reliable platform, U.S.-based support, room to grow into Complete/Mobile.

Proof point — Local Charlotte start-up

A new business needed one platform to communicate as they grew. With OneCloud Connect they ran team communication, managed calls, built channels for different teams, and created webinars for customers — improving collaboration and growing their customer base.

3.7 Objection Handling

Objection	Response
"We already use a free chat app."	Free tools fragment fast — chat in one app, video in another, files in email. Connect unifies all of it and adds business calling and SecureFax.
"Isn't this just another tool to learn?"	It replaces several tools with one simple interface across all devices — the learning curve is lower, not higher.
"We're too small for this."	Small teams benefit most — a Charlotte start-up used Connect to organize teams and run customer webinars as they grew.
"We need a full phone system too."	Then OneCloud Complete is your fit — same family, full business phone system. Connect is the fast collaboration entry point.

3.8 Scripts**A. Cold call opener****YOU:**

"Hi [Name], [You] with OneCloud. Quick one — how many different apps is your team using right now to message, hop on video, and share files? ... Most teams I talk to have three or four, and things slip through the cracks. OneCloud Connect puts calling, video, chat, texting, and file sharing in one app on every device. Can I show you what consolidating looks like?"

B. Voicemail**YOU:**

"Hi [Name], [You] with OneCloud, (407) 588-3208. If your team is juggling separate apps for chat, video, and files, I can put all of it — plus business calling — in one simple app. Call me at (407) 588-3208 and I'll walk you through it."

C. Discovery-to-close transition**YOU:**

"So you're on [apps], files live in email, and messages get missed. Here's the move: one app for calls, video, chat, SMS, and file sharing, organized into channels by team or project. Let's get your team set up so everything's in one place — can we schedule onboarding this week?"

D. Email follow-up

Subject: One app for your whole team

Hi [Name] — thanks for the chat. OneCloud Connect brings calls, video, team chat, SMS, and file sharing into a single app across every device, organized into channels so nothing gets lost. A Charlotte start-up even used it to run customer webinars as they grew. Want me to set up a quick demo for your team? — [You], OneCloud, (407) 588-3208

3.9 One-Page Quick Reference

Pitch in one sentence	Calls, video, team chat, SMS, and file sharing in one simple app on every device — replacing the patchwork of disconnected tools.
Best opening question	“How many different apps is your team using to message, video, and share files right now?”
Where it fits	Lightweight collaboration entry point. Need a full phone system? → OneCloud Complete (Section 4).
Key differentiators	All-in-one interface · channels · file sharing · video/webinars · integrated SecureFax · all devices
Proof point	Charlotte start-up grew its customer base using Connect channels & webinars.
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 4: OneCloud Complete

This section equips you to sell OneCloud Complete — the “Everything Plan.” A flat-rate, fully featured business phone system with every feature included, zero setup cost, professional installation, unlimited training, and 24/7 support. This is the flagship UCaaS offer.

4.1 Product Overview — What OneCloud Complete Is

OneCloud Complete is the all-inclusive business phone system: one flat rate with all features included, no add-on charges, and no setup costs. It pairs a full voice feature set with built-in reliability, the Stratus management portal, mobility, and white-glove onboarding — everything a business needs to run its communications, in one plan.

What’s included (highlights):

- **Voice features** — auto attendants, click-to-call & screen pop, monitor/coach/join, video & audio conferencing, caller ID, dial-by-name directory, local-presence DIDs, paging/intercom, voicemail, custom hold music.
- **Stability** — prioritized voice (QoS) router, automatic cellular data failover, location/power-loss failover, multiple data centers for redundancy.
- **Management** — Stratus admin & user portals, reception console, call logging & recording, call-center reporting, HIPAA-compliant faxing.
- **Mobility** — find-me/follow-me, voicemail-to-email, easy mobile app & web softphone, hot-desking and remote-work capability.

4.2 Why It Matters — The Market Trigger

Most phone-system vendors quote a low headline price, then nickel-and-dime every useful feature as an add-on, charge setup fees, and bill again to “future-proof.” Businesses end up with surprise costs and tools they can’t use. OneCloud Complete flips that: one flat rate, everything included, zero setup, and free upgrades — with professional install and unlimited training so the whole team actually uses it.

The flat-rate story that wins

Distinctive offering: a flat-rate plan with ALL features included, no additional charges, and zero setup costs — plus rapid tech upgrades with no fees to future-proof. When a competitor’s quote is “base price plus add-ons,” Complete’s all-in number almost always wins on total cost and simplicity.

4.3 Ideal Customer Profile — Who to Target

- **SMB to mid-market** (1–250 seats) with one or multiple locations — OneCloud’s sweet spot.
- **Businesses on aging on-premise PBX systems** facing obsolescence, repairs, or no failover.
- **Multi-site operations** needing one portal and consolidated billing across locations.

- **Healthcare, professional services, agriculture/industrial** needing HIPAA faxing, reliability, and remote support.
- **Anyone overpaying a competitor** with add-on-heavy pricing.

Central Florida targeting tip

Established businesses across Orange, Seminole, Polk, and Volusia counties are still running legacy on-prem PBXs. Lead with the all-in flat rate vs. their current bill plus maintenance — and the \$22K/yr and 60% savings proof points below.

4.4 Discovery Questions

Current system & cost

- What phone system are you on today — on-premise, hosted, or a mix — and how old is it?
- What are you paying monthly, and does that include maintenance, upgrades, and support?
- Are features like recording, conferencing, or mobile apps included, or extra?

Reliability & sites

- What happens to your phones if the internet or power goes down? Do you have failover?
- How many locations do you have, and can you manage them all from one place today?
- How hard is it to add a user, a phone, or a new site right now?

Support & growth

- When something breaks, who fixes it — and how fast?
- Do upgrades cost you extra today?

4.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"Our bill has surprise add-ons."	Flat rate with ALL features included — no add-on charges, zero setup cost, no fees to future-proof.
"Our PBX is old / parts are obsolete."	Move to a modern cloud system with free ongoing upgrades — no more obsolescence (Greenwood Genetic Center saved ~\$940/mo).
"We lose phones in an outage."	Built-in QoS, automatic cellular failover, and multi-datacenter redundancy keep you running.
"Managing multiple sites is a mess."	One Stratus portal manages all users and sites with consolidated billing (Southern AG cut billing 60%).
"Our team won't adopt a new system."	Professional installation plus UNLIMITED training and 24/7 support with a dedicated PM.

4.6 Key Differentiators & Proof Points

- **Flat-rate ‘Everything Plan’** — all features included, zero setup, no future-proofing fees.
- **Unlimited training + professional install + 24/7 support + dedicated PM.**
- **Reliability built in** — QoS router, automatic cellular failover, location/power-loss failover, multiple data centers.
- **One portal for everything** — Stratus admin/user portals, reception console, recording, reporting.
- **HIPAA-compliant faxing** and 100+ turnkey integrations.

Proof point — Southern Agricultural Insecticides, Inc.

Operating legacy on-prem systems across three locations with multiple carriers, expensive loop charges, unused circuits, and missing failover. OneCloud replaced all on-prem systems and fiber circuits, added SD-WAN with failover and redundancy, and consolidated billing — lowering monthly billing by 60%.

Proof point — Greenwood Genetic Center

A nonprofit genetics institute on outdated on-prem systems across four sites (270 users) with no failover and obsolete parts. OneCloud delivered SIP voice, fax, failover, remote work, and ongoing support — saving almost \$940/month (~\$11,260/yr), with the mobile app called a “game-changer.”

4.7 Objection Handling

Objection	Response
“Your price looks higher than their base price.”	Compare all-in, not base. Their base plus add-ons, setup, upgrades, and support usually exceeds our flat rate — with no surprises.
“We just want to keep our old system.”	Aging PBXs face obsolete parts and no failover (see Greenwood). A flat-rate cloud system removes that risk and includes free upgrades.
“Switching will disrupt us.”	A dedicated PM runs a six-step install with professional setup, number porting, and unlimited training — designed for zero-drama cutover.
“We have multiple locations — too complex.”	That’s our strength: one portal, consolidated billing, multi-site management (Southern AG cut billing 60%).
“What if we need help later?”	24/7 U.S.-based support and a service agreement covering moves, adds, and changes for the life of the system.

4.8 Scripts

A. Cold call opener

YOU:

“Hi [Name], [You] with OneCloud here in Central Florida. Quick question — what phone system are you on now, and does your monthly bill include things like recording, conferencing, upgrades, and support, or are

those extra? ... Most systems nickel-and-dime those. Ours is one flat rate with everything included, zero setup, and free upgrades — plus we install it and train your whole team. Can I put your current bill side-by-side with our all-in number?”

B. Voicemail

YOU:

“Hi [Name], [You] with OneCloud, (407) 588-3208. If your phone bill keeps growing with add-ons, I can show you one flat rate with every feature included — no setup fees, free upgrades, professional install, and unlimited training. Call me at (407) 588-3208 and I'll run a side-by-side.”

C. Discovery-to-close transition

YOU:

“So you're on [system], paying [\$Y] plus add-ons, with no real failover and [X] sites you manage separately. Here's the plan: move to our flat-rate Everything Plan — all features included, QoS and cellular failover for reliability, one portal for every site, and a dedicated PM to install it and train your team. Let's build the side-by-side and pick an install date — does [day] work?”

D. Email follow-up

Subject: One flat rate, everything included

Hi [Name] — thanks for your time. OneCloud Complete is our 'Everything Plan': one flat rate with all features included, zero setup cost, free upgrades, professional installation, unlimited training, and 24/7 support. It includes QoS and automatic failover for reliability and one portal to manage every site. A nearby multi-site client (Southern AG) cut their monthly billing 60%. Can I build a side-by-side against your current bill? — [You], OneCloud, (407) 588-3208

4.9 What Happens After the Sale — The Install Process

OneCloud runs a six-step, project-managed onboarding — set this expectation with confidence:

1. Account Setup	2. Meet Your PM	3. Scheduling
Assign a project manager to the account.	Introduction to the team.	Verify project details; finalize install date and time.
4. Installation	5. Porting	6. Account Completion
Install equipment and train the team.	Review, request, and confirm transfer of phone numbers.	Verify completion and set up billing.

4.10 One-Page Quick Reference

Pitch in one sentence	One flat rate, every feature included — a full business phone system with zero setup, free upgrades, professional install, unlimited training, and 24/7 support.
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Best opening question	“Does your current bill include recording, conferencing, upgrades, and support — or are those add-ons?”
Numbers to remember	Southern AG: –60% monthly billing. Greenwood: ~\$940/mo (~\$11,260/yr). CLECO: \$22,020/yr.
Key differentiators	Flat-rate Everything Plan · zero setup · free upgrades · QoS & failover · one portal · unlimited training · 24/7 support
Install	Six-step, PM-led: Setup → Meet PM → Schedule → Install & train → Port → Complete.
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 5: AlertBlast

This section equips you to sell AlertBlast — a multi-channel mass-notification platform for instantaneous, two-way communication with any size audience. From life-saving emergency alerts to routine reminders, AlertBlast makes sure the message always lands.

5.1 Product Overview — What AlertBlast Is

AlertBlast is a multi-channel alert notification platform that lets organizations engage in instantaneous, real-time, two-way communication with any size audience. Through one simple interface, a single message goes out across many channels at once — and recipients can reply.

Channels & features:

- **Multi-channel delivery** — SMS, voice, email, desktop, in-app notifications, paging, wallboards, IP phones, and more.
- **Two-way conversations** — recipients confirm safety or report details in real time.
- **Message scheduling** and centralized event management.
- **Live delivery insights** — real-time tracking of delivery and responses, plus reporting/analytics.
- **Unlimited contacts** and Salesforce campaign integration included; MS Teams integration; OneCloud SSO.
- **Trigger from physical endpoints** — panic buttons, access control, sensors, alarms.
- **Dedicated phone number**, text-to-speech, enterprise-grade security, and 10DLC compliance.

5.2 Why It Matters — The Market Trigger

When something urgent happens — a closure, a storm, a security threat — fragmented communication costs time, and in emergencies, time is safety. Many organizations rely on manual phone trees, email-only blasts, or multiple disconnected tools with no way to confirm anyone received the message. AlertBlast centralizes it: one message, every channel, with proof of delivery and the ability to reply.

Three jobs AlertBlast does

1) Emergency communications — closures, accidents, inclement weather, security threats. 2) Routine communications — reminders, schedules, and on-the-fly or pre-scheduled updates. 3) Two-way conversations — safety confirmations and real-time coordination. Wellness Check can even auto-alert authorities if a recipient doesn't respond in a set time.

5.3 Ideal Customer Profile — Who to Target

Any organization that needs to reach a group fast and reliably — strongest fits:

- **Enterprise organizations (25+ employees)** needing to reach staff instantly.

- **Schools, campuses, and daycares** — closures, lockdowns, parent/student notifications.
- **Manufacturing & warehousing** — safety alerts, shift and work-interruption notices.
- **Healthcare & senior living** — wellness checks, appointment reminders, emergency alerts.
- **Municipalities & public safety** — resident notifications at city scale.
- **Any business** using appointment reminders or promotional campaigns; existing OneCloud customers.

Central Florida targeting tip

Hurricane season alone is a powerful trigger across all of Central Florida — schools, HOAs/property managers, healthcare campuses, and municipalities all need reliable mass notification. Lead with emergency readiness, then expand into routine reminders and two-way wellness checks.

5.4 Discovery Questions

Current process

- When you need to reach everyone fast — staff, students, residents — how do you do it today?
- How do you know who actually received and read the message?
- Are you using one tool, or several different systems for different alerts?

Risk & compliance

- What's your plan for an emergency — weather, closure, security event?
- Are there safety or regulatory requirements for how quickly you must notify people?
- Would two-way replies (e.g., 'reply YES if safe') help you account for people?

Scale & routine use

- How many people do you need to reach, and how often?
- Do you also send routine messages — reminders, schedules, promotions — that this could handle?

5.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"Reaching everyone fast is hard."	One message goes out instantly across SMS, voice, email, desktop, in-app, paging, and IP phones — to any size audience.
"We don't know if people got it."	Live delivery insights and reporting show exactly who received and responded.
"We pay for several tools."	Centralize all notifications into one platform with flexible pricing — cut redundant systems and overhead.
"Emergencies are our biggest risk."	Pre-configured, real-time alerts — and two-way safety confirmation — support fast response and compliance.

"We also send routine reminders."

Automate reminders, schedules, and campaigns; Salesforce & MS Teams integrations included.

5.6 Key Differentiators & Proof Points

- **Highest mix of included features** — unlimited contacts and Salesforce campaign integration included.
- **True multi-channel** — SMS, voice, email, desktop, in-app, paging, wallboards, IP phones, and physical endpoints.
- **Two-way conversations** — confirm safety and coordinate in real time, not just one-way blasts.
- **Developed in-house** with two flexible pricing models and customized pricing.
- **Enterprise-grade security**, 10DLC compliance, dedicated number, text-to-speech, MS Teams & OneCloud SSO.
- **Trigger from panic buttons, sensors, and alarms** — integrate physical systems into the alert strategy.

Use-case spotlight — Wellness Check

For municipalities and senior care: schedule check-in messages ('Reply YES if safe, HELP if you need assistance'). If a recipient doesn't respond within a set timeframe, AlertBlast automatically alerts local authorities to dispatch help — reaching thousands instantly with real-time response tracking.

5.7 Objection Handling

Objection	Response
"We already have a phone tree / email list."	Those are slow and one-way, with no proof of delivery. AlertBlast sends every channel at once and shows who received and replied.
"We rarely have emergencies."	It's not just emergencies — use it daily for reminders, schedules, and campaigns, so it's ready and familiar when an emergency hits.
"Is it hard to set up or use?"	Simple interface, no complex training, with templates for emergencies, interruptions, marketing, and reminders — plus OneCloud SSO.
"Is it secure / compliant?"	Enterprise-grade encryption, secure delivery, and 10DLC compliance protect sensitive communications.
"We have a huge audience."	Unlimited contacts and instant delivery to any size audience — built to scale to a whole city.

5.8 Scripts

A. Cold call opener

YOU:

“Hi [Name], [You] with OneCloud here in Central Florida. Quick question — if you needed to reach everyone in your [organization/school/building] in the next two minutes, how would you do it today? ... And would you know who actually got it? AlertBlast sends one message across text, voice, email, and more at once, and shows you exactly who received and replied. Worth a quick look before storm season?”

B. Voicemail

YOU:

“Hi [Name], [You] with OneCloud, (407) 588-3208. If reaching your whole team or community fast in an emergency is a concern, AlertBlast sends one message across every channel at once — with proof of delivery and two-way replies. Call me at (407) 588-3208 and I'll show you how it works.”

C. Discovery-to-close transition

YOU:

“So today it's [phone tree/email], you can't confirm who got it, and you've got [X] people to reach. Here's the move: AlertBlast puts one message across text, voice, email, and in-app at once, lets people reply 'safe,' and tracks delivery in real time — and you can use it for routine reminders too. Let's set up your contact groups and a test blast — can we do that this week?”

D. Email follow-up

Subject: One message, every channel, instantly

Hi [Name] — thanks for the conversation. AlertBlast sends a single message across SMS, voice, email, desktop, and in-app notifications at once, to any size audience, with live delivery tracking and two-way replies so people can confirm they're safe. It works for emergencies and routine reminders alike, includes unlimited contacts and Salesforce integration, and is 10DLC compliant. Can I set up a quick demo with a test blast? — [You], OneCloud, (407) 588-3208

5.9 One-Page Quick Reference

Pitch in one sentence	One message sent instantly across every channel — SMS, voice, email, desktop, in-app and more — to any size audience, with delivery tracking and two-way replies.
Best opening question	“If you had to reach everyone in two minutes, how would you do it — and would you know who got it?”
Three jobs	Emergency alerts · routine communications · two-way conversations (incl. Wellness Check).
Key differentiators	Highest mix of included features · unlimited contacts · Salesforce & Teams · two-way · 10DLC compliant · panic-button/sensor triggers
Best local trigger	Hurricane-season readiness for schools, HOAs, healthcare, and municipalities.
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 6: SecureFax

This section equips you to sell SecureFax — HIPAA-compliant cloud faxing that sends and receives encrypted faxes from any device, with no fax machine, no fax line, and a 99.9% delivery rate.

6.1 Product Overview — What SecureFax Is

SecureFax is a modern cloud faxing service that delivers HIPAA-compliant encryption for a business's important documents from any device — computer, tablet, or smartphone — with no hardware required. Send and receive internet faxes with a dedicated number, fax-to-email and email-to-fax, and encrypted TLS transmission.

Key features:

- **HIPAA-compliant encryption** — secure TLS transmission for sensitive documents.
- **Any device, no hardware** — mobile-friendly send/receive from computer, tablet, or phone.
- **99.9% delivery rate** with multiple-recipient support.
- **Fax-to-email & email-to-fax** with email notification on each received fax.
- **Voice/fax detection**; optional network fax server; onsite fax devices available.
- **Integrated into OneCloud Connect** — send/receive faxes inside the app.

6.2 Why It Matters — The Market Trigger

Faxing isn't dead in healthcare, legal, insurance, and finance — it's required. But analog fax lines are being retired alongside copper, fax machines break, and unsecured faxing is a HIPAA liability. SecureFax keeps the workflow these industries depend on while making it digital, secure, and device-independent.

The compliance hook

Sending PHI or financial documents over an unsecured fax or a consumer e-fax service is a compliance risk. SecureFax provides HIPAA-compliant, encrypted delivery with audit-friendly status — the safe answer when a prospect says 'we still have to fax.'

6.3 Ideal Customer Profile — Who to Target

- **Healthcare** — clinics, practices, pharmacies, labs sending PHI and referrals.
- **Legal & financial** — firms and offices faxing contracts, filings, and signed documents.
- **Insurance** — claims and policy paperwork.
- **Any business still running a fax machine or analog fax line** (natural attach to POTS Replacement).
- **Existing OneCloud customers** — simple add-on via Connect.

Central Florida targeting tip

Bundle SecureFax with POTS Replacement when you find fax machines on copper lines across healthcare and professional offices in Orlando, Winter Garden, and Daytona. One conversation, two solutions.

6.4 Discovery Questions

- Do you still send or receive faxes — and roughly how many a month?
- Are you faxing anything sensitive: patient records, contracts, financial or insurance documents?
- Is your fax on an analog line or an old machine? What does that line cost you?
- How do you confirm a fax was actually delivered today?
- Are you confident your current faxing meets HIPAA requirements?

6.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"We have to fax for compliance."	SecureFax keeps faxing but makes it HIPAA-compliant and encrypted — from any device, no machine.
"Our fax line/machine is a hassle."	Eliminate the analog line and hardware — send/receive from computer or phone with a 99.9% delivery rate.
"We never know if a fax went through."	Delivery status and email notifications confirm every fax.
"We're replacing our copper lines."	Move the fax line to SecureFax in the same project — secure, cloud-based, no separate hardware.
"We use a consumer e-fax tool."	Those may not be HIPAA-compliant; SecureFax provides encrypted, business-grade delivery.

6.6 Key Differentiators & Proof Points

- **HIPAA-compliant encryption** (HIPAA-verified) — built for regulated documents.
- **99.9% delivery rate** and multiple-recipient support.
- **Device-independent** — no machine, no analog line required.
- **Flexible deployment** — fax-to-email, optional network fax server, onsite fax devices.
- **Integrated with OneCloud Connect** and the broader OneCloud platform.

Attach-sell reminder

SecureFax pairs naturally with POTS Replacement (fax lines), Complete (HIPAA-compliant faxing is included as an option), and Connect (in-app SecureFax). Rarely sold alone — always ask about faxing during those conversations.

6.7 Objection Handling

Objection	Response
"Nobody faxes anymore."	Healthcare, legal, insurance, and finance still require it daily — and it must be secure. SecureFax modernizes that without dropping the workflow.
"We already have a fax machine."	That machine needs an analog line that's getting expensive and retired. SecureFax removes the hardware and the line cost.
"Isn't e-fax all the same?"	Consumer tools may not be HIPAA-compliant. SecureFax provides encrypted, verified delivery built for sensitive documents.
"Will it work on our phones?"	Yes — fully mobile-friendly send/receive from any device, no downloads needed.

Scripts

A. Cold call opener

Goal: surface fax volume, sensitivity, and the analog line.

YOU:

"Hi [Name], [You] with OneCloud. Quick question — does your office still send or receive faxes, and is any of it sensitive, like patient records or contracts? ... A lot of offices are still on an old fax machine and an analog line that's getting expensive as copper retires. SecureFax lets you fax securely from any device, HIPAA-compliant, no machine. Worth a quick look?"

B. Voicemail

YOU:

"Hi [Name], [You] with OneCloud, (407) 588-3208. If you're still faxing sensitive documents, I can make that HIPAA-compliant and device-independent — no machine, no analog line. Call me at (407) 588-3208."

C. Discovery-to-close transition

YOU:

"So you fax [volume] a month, some of it sensitive, on an old line. Here's the move: SecureFax gives you a dedicated number, encrypted HIPAA-compliant delivery, and send/receive from any device with delivery confirmation — and we drop the analog line. Can we set it up this week?"

D. Email follow-up

Subject: Secure, HIPAA-compliant faxing from any device

Hi [Name] — thanks for the chat. SecureFax sends and receives faxes from any device with HIPAA-compliant encryption and a 99.9% delivery rate — no machine, no analog line. It can also live right inside OneCloud Connect. Want me to set you up with a dedicated fax number? — [You], OneCloud, (407) 588-3208

6.8 One-Page Quick Reference

Pitch in one sentence	HIPAA-compliant, encrypted faxing from any device — no machine, no analog line, 99.9% delivery.
Best opening question	“Do you still fax, and is any of it sensitive like patient records or contracts?”
Attach-sell with	POTS Replacement (fax line), Complete (HIPAA faxing), Connect (in-app SecureFax).
Key differentiators	HIPAA-verified encryption · any device · 99.9% delivery · fax-to-email · network/onsite options
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 7: OneCloud CX

This section equips you to sell OneCloud CX™ — an AI-powered omnichannel contact center. This is the high-end contact-center platform: voice + every digital channel, AI, deep CRM and workforce-management integrations, and packaged pricing. (For simpler needs, see the Professional Call Center, Section 8.)

7.1 Product Overview — What OneCloud CX Is

OneCloud CX™ is a voice and digital omnichannel contact center that can be applied to any industry, use case, and budget. Customers choose a package, then add the options they need. AI can be layered in for agent assistance, real-time sentiment analysis, interaction automation, and customer self-service.

Packages & capabilities:

- **Call Center Standard** — voice-focused: IVR (DTMF/conversational), inbound ACD skills-based routing, and a 5-mode outbound dialer (preview, progressive, predictive, power, auto).
- **DigitalCX** — email, web chat, SMS/MMS, social messengers, video chat.
- **OmniCX** — voice + digital combined; seamless channel switching with full journey tracking.
- **MobileCX** — voice & chat routing to agents on Android/iOS.
- **AI & omnichannel** — bot conversations, NLP self-service, sentiment/text analysis, conversation continuity, unified agent desktop.
- **A-la-carte** — CRM (Salesforce, Dynamics, ServiceNow, Zendesk), WFM (Calabrio, Verint, NICE, Alvaria), screen recording, omnichannel QM, SSO.

7.2 Why It Matters — The Market Trigger

Customers now expect to reach a business on voice, chat, SMS, email, and social — and to be recognized across all of them. Legacy phone systems and basic call centers can't deliver that, and enterprise platforms like Five9 and RingCentral cost more and take longer to deploy. CX delivers AI-driven omnichannel with faster go-live and a quicker payback.

The competitive wedge

Per G2 Crowd customer ratings, OneCloud CX goes live in ~1.3 months vs. 2 months (RingCentral) and 2.1 months (Five9), and pays back in ~9 months vs. Five9's 14 — while scoring higher on ease of setup, support, web chat, SMS, and concurrent calling.

7.3 Ideal Customer Profile — Who to Target

- **Organizations with a real contact center** — inbound support, outbound sales/collections, or both.
- **Multi-channel customer bases** — businesses fielding chat, SMS, email, and social, not just calls.
- **Healthcare, finance, retail, services, government** — high interaction volume and CRM/WFM needs.

- **Companies on Five9, RingCentral, or a legacy ACD** — displaceable on cost, speed, and support.
- **Outbound teams** needing predictive/power dialing and campaign tools.

Central Florida targeting tip

Tourism, healthcare networks, and large service operators across Orlando and the I-4 corridor run sizeable contact centers. Lead with omnichannel + AI and the faster go-live vs. Five9/RingCentral.

7.4 Discovery Questions

Operation & channels

- How many agents do you have, and is your center inbound, outbound, or both?
- Which channels do customers use to reach you — phone, chat, SMS, email, social?
- Can an agent see a customer's full history across channels, or does each channel stand alone?

Tools & performance

- What platform are you on now, and what do you like/dislike about it?
- Do you integrate with a CRM (Salesforce, Dynamics, ServiceNow, Zendesk) and/or WFM?
- Are you using any AI today — bots, self-service, sentiment, agent assist?
- What are your biggest KPIs: handle time, first-call resolution, CSAT, abandonment?

7.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"Customers reach us many ways."	True omnichannel — voice, chat, SMS, email, social in one unified agent desktop with seamless switching and journey tracking.
"Five9/RingCentral is expensive/slow."	CX goes live in ~1.3 months and pays back in ~9 — faster and higher-rated on setup, support, and key channels.
"We want AI but it's complex."	Built-in bot conversations, NLP self-service, sentiment analysis, and agent assist — integrates Google, IBM Watson, Amazon, Microsoft AI.
"Our tools don't talk to our CRM."	Out-of-the-box CRM and WFM integrations; conversation continuity routes returning customers to the right agent.
"We need better visibility."	Unified omnichannel reporting, real-time supervisor dashboards, customizable wallboards, and 3rd-party analytics access.

7.6 Key Differentiators & Proof Points

- **Faster go-live & ROI** — ~1.3-month deployment; ~9-month payback (G2 Crowd).
- **Higher G2 scores vs. RingCentral & Five9** — ease of setup, support, web chat (95), mobile SMS (97), concurrent calling (96).

- **Best-of-breed AI integrations** — Google, IBM Watson, Amazon, Microsoft.
- **Deep CRM & WFM** — Salesforce, Dynamics, ServiceNow, Zendesk; Calabrio, Verint, NICE, Alvaria.
- **Active:Active high availability** and 24/7 US-based support with custom SLA.

Proof point — YMCA of the North

Activating OneCloud CX, the YMCA automated many processes (fewer agents handling more), cut customer onboarding time and several minutes per ticket, and integrated ServiceNow, Microsoft Dynamics, and Teams via deployable APIs. Result: ~\$36,000 immediate cost savings and a ~7-month ROI — ‘OneCloud CX simply flipped a switch, and our integrations worked perfectly.’

7.7 Objection Handling

Objection	Response
“We’re happy with Five9/RingCentral.”	Customers rate CX higher on setup, support, and key channels — and it goes live faster with quicker payback. Worth a side-by-side.
“Omnichannel sounds like overkill.”	Start with the package you need (voice-only is fine) and add channels later — it scales to any use case and budget.
“AI is too complicated for us.”	It’s built in and optional — turn on bots, self-service, or sentiment when you’re ready, with no integration project.
“Migrations are painful.”	The YMCA called it flipping a switch — deployable APIs connected their CRM and Teams with ~7-month ROI.
“Is it just a bigger phone system?”	No — it’s a full contact center: ACD, 5-mode dialer, omnichannel, AI, WFM, and unified reporting.

Scripts

A. Cold call opener

Goal: size the center and surface channel/tool gaps.

YOU:

“Hi [Name], [You] with OneCloud. Quick question — how many agents are in your contact center, and how are customers reaching you besides the phone: chat, text, email, social? ... If those channels don’t talk to each other, agents lose context. OneCloud CX unifies them with AI and CRM built in, goes live in about six weeks, and our customers rate it higher than Five9 and RingCentral. Worth a side-by-side?”

B. Voicemail

YOU:

“Hi [Name], [You] with OneCloud, (407) 588-3208. If your contact center is juggling phone, chat, and email separately — or paying too much for Five9 or RingCentral — OneCloud CX unifies it with AI, deploys faster, and pays back quicker. Call me at (407) 588-3208.”

C. Discovery-to-close transition

YOU:

“So you’ve got [X] agents, customers hit you on [channels], and your CRM doesn’t connect. Here’s the move: OneCloud CX in an omnichannel package with [CRM] integration and AI self-service, unified reporting, and a go-live around six weeks. The YMCA saved \$36K with a seven-month ROI doing this. Let’s scope your package and set a demo — does [day] work?”

D. Email follow-up

Subject: A faster, smarter contact center than Five9/RingCentral

Hi [Name] — great talking with you. OneCloud CX is an AI-powered omnichannel contact center: voice, chat, SMS, email, and social in one agent desktop, with CRM and WFM integrations and built-in AI. Customers rate it above Five9 and RingCentral, it goes live in ~1.3 months, and the YMCA of the North saved ~\$36K with a ~7-month ROI. Can I scope a package and set up a demo? — [You], OneCloud, (407) 588-3208

7.8 One-Page Quick Reference

Pitch in one sentence	AI-powered omnichannel contact center — voice + chat + SMS + email + social in one desktop, with CRM/WFM and AI, deployed fast.
Best opening question	“How many agents, and how are customers reaching you beyond the phone?”
Numbers to remember	Go-live ~1.3 mo (vs 2 RC / 2.1 Five9). Payback ~9 mo (vs 14 Five9). YMCA: \$36K saved, 7-mo ROI.
Packages	Call Center Standard · DigitalCX · OmniCX · MobileCX + a-la-carte CRM/WFM/QM/SSO.
Vs. Professional Call Center	CX = omnichannel + AI + WFM. Simpler/voice-first need? → Section 8.
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 8: Professional Call Center

This section equips you to sell the OneCloud Professional Call Center — a highly customizable, user-friendly multi-channel call center with agent and supervisor tiers. It's the right-sized step up from a phone system for teams that need real call-center tools without full omnichannel CX.

8.1 Product Overview — What the Professional Call Center Is

The Professional Call Center adds agent and supervisor call-center capability on top of OneCloud UCaaS — with real-time analytics, CRM integration, and the supervisor controls a growing team needs. It comes in Simple/Modern (and Agent/Supervisor) tiers so you only buy the level you need.

Key features:

- **Advanced call queues** with real-time queue analytics and SMS queuing.
- **Supervisor tools** — monitor, coach, and join; whisper and barge-in.
- **Skill-based routing** and hot desking; cradle-to-grave call tracing.
- **Reporting** — call log reports, call-center reporting, QoS reports, customizable dashboards.
- **CRM integration** (Chrome & desktop), Microsoft Teams integration, APIs & Zapier.
- **Optional add-ons** — call transcription and sentiment analysis.
- **Core platform** — HD audio, 99.999% uptime, 24/7 support, SSO, new-customer training.

8.2 Why It Matters — The Market Trigger

Plenty of businesses have outgrown 'everyone just answers the phone' but don't need a full omnichannel CX deployment. They need queues, routing, supervisor visibility, and reporting to run a real support or sales desk. The Professional Call Center fills that gap — and supports First Call Resolution by letting agents instant-message experts while keeping the customer on the line.

Where it fits in the lineup

UCaaS/Complete = business phone system. Professional Call Center = agent/supervisor call-center tools and reporting. OneCloud CX = AI-powered omnichannel. Place the prospect by what they actually run today and where their pain is.

8.3 Ideal Customer Profile — Who to Target

- **Growing support or sales desks** — 5–100 agents who need queues and supervisor tools.
- **Voice-first call centers** that don't yet need full omnichannel/AI.
- **Businesses with no queue visibility** — missed calls, no reporting, no coaching.
- **Hybrid/remote agent teams** needing multi-site and remote-agent support.
- **Existing UCaaS/Complete customers** ready to formalize a call center.

Central Florida targeting tip

Property management, healthcare scheduling, home-services dispatch, and hospitality reservations desks across Central Florida are classic Professional Call Center fits — they live on the phone and need routing and reporting.

8.4 Discovery Questions

- How many people answer customer calls, and is it formally a call center?
- How are calls routed today — and do callers wait in a queue or get missed?
- Can a supervisor see who's on a call, listen in, or coach in real time?
- What reporting do you have on call volume, wait times, and agent performance?
- Do your agents need to pull up customer info from a CRM while on a call?
- Are any agents remote or across multiple sites?

8.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"We miss too many calls."	Advanced call queues with real-time analytics and overflow routing make sure callers are handled, not lost.
"Supervisors are flying blind."	Monitor, coach, and join, plus whisper/barge-in and live dashboards give supervisors real control.
"We have no real reporting."	Call-center reporting, cradle-to-grave tracing, and customizable dashboards turn calls into metrics.
"Agents fumble for customer info."	CRM integration (Chrome/desktop) puts customer context on screen during the call.
"Our agents are remote now."	Multi-site and remote-agent support with hot desking — run the center from anywhere.

8.6 Key Differentiators & Proof Points

- **Right-sized & tiered** — Simple/Modern, Agent/Supervisor; buy only the level you need.
- **Real supervisor toolkit** — monitor/coach/join, whisper, barge-in, live wallboards.
- **First Call Resolution support** — agents IM experts while keeping the customer on the line.
- **Built on a 99.999%-uptime platform** with 24/7 US-based support and new-customer training.
- **Clear upgrade path to OneCloud CX** when omnichannel/AI is needed.

Positioning tip

Don't oversell. If the prospect only needs queues, routing, and reporting, the Professional Call Center wins on simplicity and price. If they need chat/SMS/social + AI, move up to CX (Section 7).

8.7 Objection Handling

Objection	Response
"Our phone system already has queues."	Does it give supervisors live coaching, barge-in, and real reporting? That's the difference between a phone system and a call center.
"CX sounds better — why this?"	If you're voice-first and don't need omnichannel/AI yet, this costs less and does exactly what you need — and upgrades to CX later.
"We're too small for a call center."	It scales down — even a handful of agents benefit from queues, routing, and visibility, with tiers sized to you.
"Will it work with remote agents?"	Yes — multi-site and remote-agent support with hot desking, all cloud-based.

Scripts**A. Cold call opener**

Goal: confirm it's a call center and find the visibility gap.

YOU:

"Hi [Name], [You] with OneCloud. Quick question — how many people handle your inbound calls, and can a supervisor see who's on a call or coach them live? ... Most growing teams have outgrown their phone system but don't need a giant platform. Our Professional Call Center adds real queues, routing, coaching, and reporting — sized to your team. Worth fifteen minutes?"

B. Voicemail**YOU:**

"Hi [Name], [You] with OneCloud, (407) 588-3208. If your team is answering more calls than your phone system was built for — missed calls, no reporting, no coaching — our Professional Call Center fixes that without overkill. Call me at (407) 588-3208."

C. Discovery-to-close transition**YOU:**

"So you've got [X] agents, calls get missed, and supervisors can't see or coach. Here's the move: our Professional Call Center at the [Agent/Supervisor] tier — queues with analytics, monitor/coach/join, and CRM on screen. If you ever need chat and AI we step up to CX. Let's pick a tier and demo it — [day] work?"

D. Email follow-up

Subject: Turn your phones into a real call center

Hi [Name] — thanks for your time. The OneCloud Professional Call Center adds advanced queues, skill-based routing, supervisor coaching (monitor/coach/join, whisper, barge-in), CRM integration, and real reporting — in tiers sized to your team, on a 99.999%-uptime platform. It upgrades to full omnichannel CX whenever you're ready. Can I show you a tier that fits? — [You], OneCloud, (407) 588-3208

8.8 One-Page Quick Reference

Pitch in one sentence	Agent/supervisor call-center tools — queues, routing, coaching, CRM, and reporting — sized to your team, on a 99.999% platform.
Best opening question	“How many agents handle calls, and can a supervisor coach or see them live?”
Tiers	Simple / Modern · Agent / Supervisor — buy only the level you need.
Key differentiators	Monitor/coach/join · whisper & barge-in · real-time queue analytics · CRM · FCR via expert IM · 24/7 support
Upgrade path	Needs chat/SMS/social + AI? → OneCloud CX (Section 7).
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 9: Microsoft Teams Calling Solutions

This section equips you to sell OneCloud's Teams Calling solutions — full-featured business calling inside Microsoft Teams. There are two paths: Direct Routing and Operator Connect. This section covers the overall offer and how to choose; Section 10 goes deep on Operator Connect.

9.1 Product Overview — What Teams Calling Is

Microsoft Teams is great for chat and meetings, but out of the box it isn't a business phone system. OneCloud adds real PSTN calling — inbound/outbound calls, PBX features, and carrier service — directly inside Teams, so employees call from the app they already use. OneCloud offers two tailored paths:

- **OneCloud Direct Routing** — connects existing phone infrastructure to Teams; flexible, scalable, full control over voice; ideal when you need custom configurations or have existing SIP/PSTN.
- **Operator Connect with OneCloud** — fully-managed, cloud-based, carrier-direct integration; out-of-the-box, minimal infrastructure; best for ease of deployment and rapid scalability (see Section 10).

Why OneCloud for Teams calling:

- Global reach & reliability, enhanced customization, expert support, simplified management, secure integration, and seamless scalability.

9.2 Why It Matters — The Market Trigger

Organizations standardized on Microsoft 365 want calling inside Teams instead of a separate phone app — but Microsoft Calling Plans are limited and pricey, and configuring Teams voice yourself is complex. OneCloud delivers carrier-grade calling in Teams with the PBX features and support Microsoft's own plans don't include, while letting them keep their current provider or numbers.

The choice that anchors the conversation

Direct Routing if they need full telephony control, want to keep some on-prem equipment, have existing SIP/PSTN, or have the technical depth (e.g., PowerShell). Operator Connect if they want ease of use, number self-servicing in the Teams Admin Center, and a direct-to-carrier relationship without managing an SBC.

9.3 Ideal Customer Profile — Who to Target

- **Microsoft 365 / Teams organizations** that want calling in the app they already live in.
- **Companies on Microsoft Calling Plans** hitting cost or feature limits.
- **Distributed/hybrid workforces** standardized on Teams.
- **Businesses with existing SIP/PSTN or on-prem PBX** — strong Direct Routing fits.
- **IT teams that want to avoid SBC management** — strong Operator Connect fits.

Central Florida targeting tip

Professional services, finance, and mid-market firms across Orlando standardized on Microsoft 365 are prime Teams Calling targets — qualify on whether they want control (Direct Routing) or simplicity (Operator Connect).

9.4 Discovery Questions

- Is your organization on Microsoft 365 and using Teams for chat and meetings today?
- How do employees make external phone calls right now — Teams Calling Plans, a separate phone system, or both?
- Do you have existing SIP trunks, PSTN service, or an on-prem PBX you want to keep?
- Does your team want to manage voice routing themselves, or have it fully managed?
- Do you need to keep PBX call flows, call-center features, or specific desk phones?
- Any PowerShell/SBC expertise in-house — or would you rather avoid that?

9.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"We want calling inside Teams."	OneCloud adds full PSTN calling and PBX features directly in Teams — no separate phone app.
"Microsoft Calling Plans are limited/pricey."	Get carrier-grade calling with more features and better pricing, keeping your provider or numbers.
"We have SIP/PBX we want to keep."	Direct Routing connects your existing infrastructure to Teams with full voice control and hybrid support.
"We don't want to manage SBCs."	Operator Connect is fully managed and carrier-direct — numbers self-served in the Teams Admin Center.
"We need PBX/call-center features."	Direct Routing keeps PBX call flows, groups, and call-center functionality that Microsoft plans don't support.

9.6 Direct Routing vs. Operator Connect — Quick Compare

Dimension	Direct Routing vs. Operator Connect
Carrier	Direct Routing: bring your own carrier. Operator Connect: choose from approved carriers.
Infrastructure	Direct Routing: on-prem or cloud-managed SBC. Operator Connect: cloud only, no SBC.

Numbers	Direct Routing: managed on third-party software. Operator Connect: managed in Teams Admin Center.
PBX / hybrid	Direct Routing: supports legacy PBX, all integrations, hybrid. Operator Connect: M365-approved integrations, no hybrid.
Voice routing	Direct Routing: fully configurable. Operator Connect: standard routing.
Best for	Direct Routing: control + existing equipment + technical depth. Operator Connect: ease, speed, self-service.

9.7 Objection Handling

Objection	Response
"Teams already does calls."	Internally, yes — but external PSTN calling needs a carrier. We add real phone service and PBX features inside Teams.
"We'll just buy Microsoft Calling Plans."	Those are limited in features and availability and often cost more. OneCloud gives carrier-grade calling, more features, and support.
"Sounds complicated to set up."	That's why we offer two paths: Operator Connect is fully managed and out-of-the-box; Direct Routing when you want control.
"We want to keep our numbers/provider."	Both paths support that — no need to abandon your current provider or port everything to Microsoft.
"What about reliability?"	99.999% SLA with geo-redundant interconnections — enterprise-grade uptime.

Scripts

A. Cold call opener

Goal: confirm Teams use and qualify control vs. simplicity.

YOU:

"Hi [Name], [You] with OneCloud. Quick question — is your team on Microsoft Teams for chat and meetings? ... And how do they make outside phone calls today? A lot of Microsoft 365 shops want real calling right inside Teams without Microsoft's pricey Calling Plans. We do that two ways — fully managed, or with full control if you have your own SIP. Can I show you which fits?"

B. Voicemail

YOU:

"Hi [Name], [You] with OneCloud, (407) 588-3208. If your team lives in Microsoft Teams, we can add full business phone service right inside it — more features than Microsoft's Calling Plans, and you keep your numbers. Call me at (407) 588-3208."

C. Discovery-to-close transition

YOU:

“So you’re all-in on Teams, making outside calls on [current method], and you’ve got [SIP/PBX or not]. Here’s the move: [Operator Connect for fully managed / Direct Routing to keep your SIP and control], carrier-grade calling inside Teams with a 99.999% SLA. Let’s confirm the path and set up provisioning — does [day] work?”

D. Email follow-up

Subject: Real business calling inside Microsoft Teams

Hi [Name] — thanks for the chat. OneCloud adds full PSTN calling and PBX features directly inside Microsoft Teams — more capable than Microsoft’s Calling Plans, with a 99.999% SLA. We offer Operator Connect (fully managed, self-service numbers) and Direct Routing (keep your SIP/PBX and full control). I can recommend the right path on a quick call. — [You], OneCloud, (407) 588-3208

9.8 One-Page Quick Reference

Pitch in one sentence	Full business phone service inside Microsoft Teams — more features than Microsoft Calling Plans, 99.999% SLA, two paths to fit.
Best opening question	“You’re on Teams — how do employees make outside calls today?”
Qualify the path	Want control + own SIP/PBX → Direct Routing. Want simple + managed → Operator Connect (Section 10).
Key differentiators	Calling in Teams · keep numbers/provider · PBX features · expert support · 99.999% SLA
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 10: Operator Connect for Microsoft Teams

This section equips you to sell Operator Connect with OneCloud — the fully-managed, carrier-direct way to add calling to Microsoft Teams. It's the simplest Teams-calling path: no SBC, numbers managed in the Teams Admin Center, set up in minutes. (For the broader Teams offer and Direct Routing, see Section 9.)

10.1 Product Overview — What Operator Connect Is

Operator Connect is a Microsoft platform that lets authorized, verified carriers provide PSTN calling through Microsoft Teams Phone. As a certified Operator Connect partner, OneCloud connects its carrier network directly to Microsoft — so a business gets real phone service in Teams without buying, configuring, or managing a Session Border Controller (SBC).

Key features:

- **Certified** — OneCloud is a fully compliant partner in Microsoft's Operator Connect program.
- **Native Teams experience** — local and international calls from within the Teams app.
- **Optimized costs** — consolidate communications vendors, equipment, and tools into a single source.
- **Uptime reliability** — SLA exceeding 99.999% with fully geo-redundant interconnections.
- **Self-service numbers** — managed directly in the Teams Admin Center; no third-party software.
- **No SBC, cloud-only** — nothing on-prem to buy or maintain.

10.2 Why It Matters — The Market Trigger

IT teams want Teams calling without becoming telecom engineers. Direct Routing requires an SBC and configuration; Microsoft Calling Plans are limited. Operator Connect is the middle path — carrier-grade calling that turns on fast, is managed in the tools they already use, and removes infrastructure entirely.

The one-line reason to choose it

'Calling in Teams, turned on in minutes, with no SBC to manage and numbers you control in the Teams Admin Center — backed by a 99.999% SLA.' If they value simplicity and speed over deep customization, Operator Connect wins.

10.3 Ideal Customer Profile — Who to Target

- **Microsoft 365/Teams shops** that want calling fast and managed.
- **Lean IT teams** with no desire to own an SBC or PowerShell configuration.
- **Distributed/global workforces** wanting one consistent calling experience in Teams.
- **Organizations consolidating vendors** — phone, carrier, and tools into one source.
- **Companies that prefer number self-servicing** in the Teams Admin Center.

Central Florida targeting tip

Mid-market firms and multi-location professional offices standardized on Microsoft 365 — especially those without a dedicated telecom engineer — are the cleanest Operator Connect wins in the region.

10.4 Discovery Questions

- Are you on Microsoft Teams today, and do you want to make/receive outside calls from it?
- Do you have — or want to avoid — managing a Session Border Controller?
- Would your team prefer to manage phone numbers themselves in the Teams Admin Center?
- How important is speed of deployment versus deep custom voice routing?
- Are you trying to consolidate carriers, equipment, and tools into one provider?
- What uptime/SLA do your operations require?

10.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"We want Teams calling, but simple."	Operator Connect is fully managed and cloud-only — no SBC, turned on fast, native in Teams.
"We don't want to manage infrastructure."	Carrier-direct connection means nothing on-prem to buy or maintain.
"We want to control our numbers."	Numbers are self-served in the Teams Admin Center — no third-party software.
"We're consolidating vendors."	One source for carrier, calling, and tools — optimized costs.
"We can't afford downtime."	SLA exceeding 99.999% with fully geo-redundant interconnections.

10.6 Key Differentiators & Proof Points

- **Certified Operator Connect partner** — verified by Microsoft, direct carrier interconnection.
- **No SBC, cloud-only** — fastest, lowest-maintenance path to Teams calling.
- **Self-service numbers in Teams Admin Center** — same interface even with multiple carriers.
- **99.999%+ SLA** with geo-redundant interconnections.
- **Vendor consolidation** — one source for carrier, equipment, and tools.

When NOT to lead with Operator Connect

If the prospect needs full voice-routing control, hybrid deployments, legacy PBX functionality, or has existing SIP they must keep — lead with Direct Routing (Section 9) instead.

10.7 Objection Handling

Objection	Response
"How is this different from Direct Routing?"	No SBC and no configuration — it's carrier-direct and managed in Teams. Simpler and faster, with standard voice routing.
"Will it limit us later?"	If you outgrow standard routing or need hybrid/legacy PBX, we can move you to Direct Routing — same OneCloud, same carrier relationship.
"Is it really carrier-grade?"	Yes — 99.999%+ SLA with geo-redundant interconnections, certified in Microsoft's program.
"Is it available where we operate?"	Operator Connect is cloud-only and broad, though not in every country — we'll confirm your locations up front.

Scripts

A. Cold call opener

Goal: confirm Teams + preference for managed simplicity.

YOU:

"Hi [Name], [You] with OneCloud. Quick question — you're on Microsoft Teams; would you rather have phone calling just turn on inside Teams, fully managed, or configure it yourselves? ... If you'd rather not own an SBC, Operator Connect with OneCloud adds calling in minutes, you manage numbers right in Teams, and it's backed by a 99.999% SLA. Worth a quick look?"

B. Voicemail

YOU:

"Hi [Name], [You] with OneCloud, (407) 588-3208. If you want calling inside Teams without managing any infrastructure, Operator Connect turns it on fast — carrier-direct, numbers in your Teams Admin Center, 99.999% SLA. Call me at (407) 588-3208."

C. Discovery-to-close transition

YOU:

"So you're on Teams, you don't want to manage an SBC, and you want numbers under your control. Here's the move: Operator Connect with OneCloud — fully managed, cloud-only, self-service numbers in Teams, 99.999% SLA, and one vendor for the whole thing. Let's confirm your locations and provision it — [day] work?"

D. Email follow-up

Subject: Teams calling, turned on in minutes — no SBC

Hi [Name] — thanks for the chat. Operator Connect with OneCloud adds carrier-grade calling inside Microsoft Teams with no SBC to manage — numbers self-served in the Teams Admin Center and a 99.999%+ SLA with geo-redundant interconnections. It consolidates your carrier and tools into one source. Can I confirm your locations and get you provisioned? — [You], OneCloud, (407) 588-3208

10.8 One-Page Quick Reference

Pitch in one sentence	Fully-managed, carrier-direct calling inside Teams — no SBC, numbers in the Teams Admin Center, 99.999%+ SLA.
Best opening question	“Would you rather Teams calling just turn on and be managed, or configure it yourself?”
Choose this when	They want speed + simplicity + self-service numbers, and don't need hybrid/legacy PBX or custom routing.
Choose Direct Routing when	They need control, hybrid, legacy PBX, or have existing SIP (Section 9).
Key differentiators	Certified partner · no SBC · cloud-only · self-service numbers · 99.999%+ SLA · vendor consolidation
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 11: SD-WAN

This section equips you to sell OneCloud SD-WAN — smarter networking that optimizes, simplifies, and secures wide-area network management, with failover that keeps communications online. It's the reliability layer beneath voice, CX, and cloud apps.

11.1 Product Overview — What SD-WAN Is

SD-WAN (software-defined wide-area network) intelligently manages traffic across a business's network and locations — prioritizing voice and critical apps, adding security, and providing automatic failover so the business stays connected even when a circuit drops. OneCloud delivers it as a managed solution with centralized control.

Key features:

- **Optimized performance** — intelligent traffic management prioritizes voice and critical apps (QoS).
- **Enhanced security** — built-in encryption and secure access.
- **Failover & redundancy** — cellular and hot-failover keep communications platforms online during outages.
- **Scalability** — adapts easily to growing network demands and new sites.
- **Cost-effectiveness** — reduce operational costs with centralized management across locations.

11.2 Why It Matters — The Market Trigger

As voice, contact center, and business apps all move to the cloud, the network becomes the single point of failure. A dropped circuit means dropped calls and idle staff. Traditional networks can't prioritize voice or fail over automatically. SD-WAN makes the connection intelligent, secure, and resilient — protecting everything else OneCloud provides.

The attach story

SD-WAN is the reliability foundation under UCaaS, CX, and Teams calling. When a prospect worries about call quality or downtime — or runs multiple sites — SD-WAN is the answer, and it strengthens every other OneCloud solution in the deal.

11.3 Ideal Customer Profile — Who to Target

- **Multi-site businesses** needing consistent, centrally-managed connectivity across locations.
- **Cloud-voice / contact-center customers** who can't tolerate call-quality issues or downtime.
- **Organizations with poor or single-circuit connectivity** and no failover.
- **Security-conscious businesses** needing encrypted WAN traffic.
- **Existing OneCloud voice/CX customers** — natural reliability attach.

Central Florida targeting tip

Multi-location operators across Polk, Osceola, and Lake County growth corridors — logistics, retail, healthcare — need reliable connectivity as they expand. Pair SD-WAN with Internet Rip-and-Replace (Section 12) for a full connectivity story.

11.4 Discovery Questions

- How many locations do you have, and how are they connected today?
- What happens to your phones and apps when an internet circuit goes down — do you have failover?
- Have you had call-quality issues during busy times or heavy data usage?
- How do you manage and secure network traffic across sites today?
- Are you adding locations or moving more applications to the cloud?

11.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"Our calls get choppy."	SD-WAN prioritizes voice traffic (QoS) so calls stay clear even under heavy network load.
"We go down when the internet drops."	Cellular and hot-failover keep your communications online during an outage.
"Managing multiple sites is hard."	Centralized management gives one view and one control point across all locations.
"We're worried about security."	Built-in encryption and secure access protect WAN traffic.
"We're growing fast."	SD-WAN scales easily to new sites and rising demand without re-architecting.

11.6 Key Differentiators & Proof Points

- **Voice-aware QoS** — protects call quality, not just generic bandwidth.
- **Cellular & hot failover** — keeps communications up when a circuit fails.
- **Built-in encryption & secure access.**
- **Centralized, scalable management** — ideal for multi-site and growth.
- **Strengthens the whole stack** — the reliability layer under UCaaS, CX, and Teams calling.

Proof point — Southern Agricultural Insecticides

Across three locations with multiple carriers, expensive loop charges, and missing failover, OneCloud added SD-WAN with security options and built-in failover/redundancy and consolidated billing — part of lowering their monthly bill by 60%.

11.7 Objection Handling

Objection	Response
"We already have internet."	Bandwidth isn't the same as reliability or prioritization. SD-WAN keeps voice clear and adds automatic failover your ISP doesn't.
"This sounds like an IT project."	It's managed — we design, deploy, and centrally manage it, reducing your IT burden, not adding to it.
"We rarely lose connection."	One outage during business hours costs calls and productivity. Failover is cheap insurance for cloud voice.
"Is it worth it for one site?"	Even single sites benefit from QoS and failover — and it scales as you grow.

Scripts

A. Cold call opener

Goal: surface downtime risk and multi-site/quality pain.

YOU:

"Hi [Name], [You] with OneCloud. Quick question — when your internet hiccups, what happens to your phones and apps? ... As more runs in the cloud, the network becomes the weak link. Our SD-WAN prioritizes your calls, encrypts your traffic, and fails over automatically so you stay up. Worth a quick look, especially across multiple sites?"

B. Voicemail

YOU:

"Hi [Name], [You] with OneCloud, (407) 588-3208. If a dropped circuit takes your phones and apps down, our SD-WAN keeps you online with automatic failover and prioritizes call quality. Call me at (407) 588-3208."

C. Discovery-to-close transition

YOU:

"So you've got [X] sites, no failover, and some call-quality issues. Here's the move: managed SD-WAN with voice QoS, encryption, and cellular/hot failover, centrally managed across every location. Southern AG did this as part of cutting their bill 60%. Let's scope your sites — does [day] work?"

D. Email follow-up

Subject: Keep your calls clear and your sites online

Hi [Name] — thanks for the chat. OneCloud SD-WAN makes your network voice-aware and resilient: QoS that protects call quality, built-in encryption, and cellular/hot failover so an outage doesn't take you down — all centrally managed across your locations. It's the reliability layer under your cloud voice and apps. Can I scope your sites? — [You], OneCloud, (407) 588-3208

11.8 One-Page Quick Reference

Pitch in one sentence	Smarter, secure networking with voice QoS and automatic failover — keeps calls clear and sites online, centrally managed.
Best opening question	“When your internet drops, what happens to your phones and apps?”
Attach with	UCaaS/Complete, CX, Teams calling (reliability layer) and Internet Connectivity (Section 12).
Key differentiators	Voice-aware QoS · cellular/hot failover · encryption · centralized multi-site management · scalable
Proof point	Southern AG: SD-WAN + failover part of a 60% monthly bill reduction.
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 12: Internet Connectivity (Rip & Replace)

This section equips you to sell OneCloud Internet Connectivity — dedicated, high-speed business internet that lets a company operate at peak efficiency. This is the ‘rip-and-replace’ play: upgrade broken or legacy infrastructure to reliable, business-grade connectivity, often bundled with voice and SD-WAN.

12.1 Product Overview — What Internet Connectivity Is

OneCloud provides business-grade internet connectivity designed to keep operations running at peak efficiency — the dependable foundation for cloud voice, contact center, and applications. As an end-to-end provider, OneCloud can replace legacy or underperforming circuits, consolidate carriers, and pair connectivity with SD-WAN and SIP for a complete solution.

What it delivers:

- **Dedicated high-speed internet** sized to the business’s needs.
- **Reliability** — the foundation for cloud voice and apps, strengthened by SD-WAN failover.
- **Carrier consolidation** — replace multiple carriers, loop charges, and unused circuits with one bill.
- **End-to-end design & support** — OneCloud audits, designs, installs, and manages the connection.
- **Bundle-ready** — combine with voice (UCaaS/Complete), SD-WAN, and SIP trunking.

12.2 Why It Matters — The Market Trigger

Cloud everything depends on the connection underneath it. Many businesses run on aging, oversubscribed, or patchwork circuits with multiple carriers, surprise loop charges, and no single owner when something breaks. ‘Rip-and-replace’ upgrades that legacy infrastructure to dependable, business-grade internet — and consolidates the mess into one provider and one bill.

The consolidation hook

When you hear multiple carriers, confusing bills, unused circuits, or ‘our internet is slow/unreliable,’ that’s the rip-and-replace trigger. OneCloud audits everything, replaces the circuits, and consolidates billing — often funding the upgrade through the savings.

12.3 Ideal Customer Profile — Who to Target

- **Businesses on legacy/underperforming circuits** — slow, unreliable, or frequently down.
- **Multi-carrier, multi-site operations** with messy billing and unused circuits.
- **Companies moving voice/apps to the cloud** that need a dependable foundation.
- **New or relocating/expanding sites** needing fresh connectivity (fast-growth Central Florida corridors).
- **Existing OneCloud voice customers** on someone else’s unreliable internet.

Central Florida targeting tip

Massive growth in Polk (Lakeland/Davenport logistics), Osceola (Kissimmee/St. Cloud), and Lake (Clermont/Leesburg) means new buildings and relocations needing business internet. Lead rip-and-replace where you find aging circuits or multi-carrier sprawl.

12.4 Discovery Questions

- Who provides your internet today, and across how many locations/carriers?
- How's the reliability and speed — any slowdowns, outages, or complaints?
- Do you understand your bill, or are there loop charges and circuits you're not sure you use?
- Is your internet keeping up with cloud apps and video, or holding you back?
- Are you opening, moving, or expanding any locations?
- Who do you call when the connection goes down — and how fast do they respond?

12.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"Our internet is slow/unreliable."	Replace legacy circuits with dedicated business-grade internet sized for your operation — peak efficiency, fewer outages.
"Our telecom bill is a mess."	Consolidate multiple carriers, loop charges, and unused circuits into one provider and one bill.
"We're moving to the cloud."	Cloud voice and apps need a dependable foundation — we provide it and pair it with SD-WAN failover.
"We're opening/relocating a site."	We design and install fresh connectivity end-to-end on your timeline.
"No one owns it when it breaks."	OneCloud is your single provider and point of support for connectivity and voice.

12.6 Key Differentiators & Proof Points

- **End-to-end provider** — audit, design, install, and support, not just a reseller handoff.
- **Carrier & billing consolidation** — eliminate loop charges and unused circuits.
- **Bundles with voice + SD-WAN + SIP** — one provider for the whole connectivity stack.
- **Reliability-first** — designed as the foundation for cloud voice and contact center.
- **Single point of support** — no finger-pointing between carrier and phone vendor.

Proof point — Southern Agricultural Insecticides

Three locations on multiple carriers with expensive loop charges and unused circuits. OneCloud replaced all fiber circuits, eliminated the extra charges, added SD-WAN with failover, and consolidated billing — cutting the monthly bill by 60%.

12.7 Objection Handling

Objection	Response
"We're locked in with our carrier."	We'll review your contracts and time the cutover — often the savings and reliability gains outweigh the wait, and we plan around terms.
"Switching internet sounds risky."	We audit, design, and install end-to-end with a managed cutover — and SD-WAN failover protects you during and after.
"Our internet is fine."	Is it dependable enough for cloud voice, and is your bill clean? We often find unused circuits and loop charges to cut.
"Why not just keep separate vendors?"	One provider for internet and voice means one bill and one number to call — no finger-pointing during an outage.

Scripts**A. Cold call opener**

Goal: surface reliability pain and multi-carrier/billing mess.

YOU:

"Hi [Name], [You] with OneCloud. Quick question — who handles your internet, and how reliable is it for your phones and cloud apps? ... A lot of businesses are stuck on aging circuits with a few different carriers and a confusing bill. We replace that with dependable business internet, consolidate it to one bill, and add failover. Worth a quick audit?"

B. Voicemail**YOU:**

"Hi [Name], [You] with OneCloud, (407) 588-3208. If your internet is slow, unreliable, or split across carriers with a messy bill, we can rip-and-replace it with dependable business connectivity on one bill. Call me at (407) 588-3208."

C. Discovery-to-close transition**YOU:**

"So you've got [carriers/sites], some reliability issues, and a bill you can't fully explain. Here's the move: we audit every circuit, replace the legacy connectivity with dependable business internet, add SD-WAN failover, and consolidate to one bill. Southern AG cut 60% doing this. Let's start the audit — does [day] work?"

D. Email follow-up

Subject: Dependable business internet — on one bill

Hi [Name] — thanks for the chat. OneCloud can rip-and-replace your legacy or underperforming internet with dependable, business-grade connectivity — consolidating multiple carriers, loop charges, and unused circuits into one provider and one bill, with SD-WAN failover for reliability. One client (Southern AG) cut their monthly bill 60% this way. Can I run a quick connectivity audit? — [You], OneCloud, (407) 588-3208

12.8 One-Page Quick Reference

Pitch in one sentence	Dependable, business-grade internet that replaces legacy circuits and consolidates carriers/bills — the foundation for cloud voice.
Best opening question	“Who handles your internet, how reliable is it, and do you understand the bill?”
Bundle with	SD-WAN (Section 11), SIP Trunking (Section 13), UCaaS/Complete voice.
Key differentiators	End-to-end audit/design/install · carrier & billing consolidation · single support · reliability-first
Proof point	Southern AG: replaced all circuits, eliminated extra charges, 60% bill reduction.
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 13: SIP Trunking

This section equips you to sell OneCloud SIP Trunking — next-generation VoIP voice trunks that deliver crystal-clear calling, scale on demand, and cut telephony costs. It's the modern replacement for legacy PRI/analog trunks, ideal for businesses keeping an existing PBX.

13.1 Product Overview — What SIP Trunking Is

SIP trunking delivers voice service over the internet instead of legacy phone lines (PRI/analog), connecting a business's phone system to the public network via VoIP. It gives high-definition voice, flexible capacity, and lower telephony costs — while letting a company keep a PBX it isn't ready to replace.

Key features:

- **Crystal-clear quality** — high-definition voice for seamless communication.
- **Scalability** — add or remove channels as the business changes; no rigid PRI increments.
- **Cost savings** — reduce telephony costs with VoIP technology.
- **Global reach** — reliable voice across multiple geographies.
- **PBX-friendly** — modernize trunks without replacing the existing phone system.

13.2 Why It Matters — The Market Trigger

Legacy PRI and analog trunks are expensive, rigid, and being retired along with copper. Businesses that aren't ready to replace their PBX still need a modern, cost-effective way to carry calls. SIP trunking is that bridge — cheaper, scalable, higher quality — and a natural on-ramp to full cloud voice later.

Where SIP fits vs. the alternatives

Keeping the PBX but want cheaper, scalable trunks → SIP Trunking. Replacing specialty/analog lines (fire, elevator, fax) → POTS Replacement (Section 1). Ready to move the whole phone system to the cloud → UCaaS/Complete. Qualify on whether the PBX stays or goes.

13.3 Ideal Customer Profile — Who to Target

- **Businesses with an existing PBX** on PRI or analog trunks they want to keep for now.
- **Companies facing PRI cost or rigidity** — paying for unused capacity or unable to scale fast.
- **Multi-site / multi-geography operations** needing reliable voice across locations.
- **Seasonal or fluctuating call volume** — needing channels that flex.
- **Organizations not yet ready for full UCaaS** but wanting modern, cheaper voice.

Central Florida targeting tip

Established businesses with capable but not-yet-retired PBXs (manufacturing, distribution, larger offices along the I-4 corridor) are ideal SIP targets — cut their PRI cost now, set up the cloud-voice conversation for later.

13.4 Discovery Questions

- What phone system (PBX) are you running, and how are your trunks delivered — PRI, analog, or SIP?
- How many concurrent calls do you need at peak, and does that change seasonally?
- What are you paying for trunking today, and are you paying for capacity you don't use?
- Are you keeping this PBX for a while, or considering a move to the cloud?
- Do you have multiple sites or locations in different regions?

13.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"Our PRI is expensive."	SIP trunking cuts telephony costs with VoIP and removes rigid PRI increments — pay for what you use.
"We can't scale quickly."	Add or remove channels on demand as call volume changes — no waiting on new PRIs.
"We're keeping our PBX."	SIP modernizes your trunks without replacing the phone system you've invested in.
"Call quality matters."	High-definition voice for clear, reliable calls.
"We have sites in different areas."	Global reach delivers reliable voice across multiple geographies on one provider.

13.6 Key Differentiators & Proof Points

- **Cost-effective & flexible** — VoIP economics with channels that scale on demand.
- **HD voice quality** and reliable multi-geography reach.
- **PBX-friendly bridge** — modernize now, move to cloud voice when ready.
- **One provider for the stack** — pair with Internet Connectivity and SD-WAN for clean, reliable delivery.
- **On-ramp to UCaaS/Complete** — a relationship that grows into full cloud voice.

Proof point — displacing PRIs with SIP

OneCloud has repeatedly displaced legacy PRIs with SIP for voice — for example, Greenwood Genetic Center moved to SIP voice (with new phones and ongoing support) as part of saving ~\$940/month across their sites.

13.7 Objection Handling

Objection	Response
"Our PRI works fine."	It works, but it's costly and rigid, and copper/PRI is being retired. SIP cuts cost, scales on demand, and improves quality — keeping your PBX.
"Will call quality suffer over internet?"	No — HD voice, and we deliver it over dependable connectivity with SD-WAN QoS for clean calls.
"We might go full cloud later."	Perfect — SIP cuts cost now and is a natural on-ramp to UCaaS/Complete when you're ready.
"Is switching disruptive?"	We plan the cutover around your trunks and PBX, with porting handled — minimal disruption.

Scripts

A. Cold call opener

Goal: confirm PBX + PRI cost/rigidity pain.

YOU:

"Hi [Name], [You] with OneCloud. Quick question — are you still running PRI or analog trunks into your phone system? ... Those are pricey and rigid, and they're being retired. SIP trunking gives you HD voice, channels that scale on demand, and lower cost — while you keep your PBX. Worth a quick look at your current trunk bill?"

B. Voicemail

YOU:

"Hi [Name], [You] with OneCloud, (407) 588-3208. If you're still on PRI, I can cut your trunk cost with SIP — HD voice, scale on demand, keep your PBX. Call me at (407) 588-3208."

C. Discovery-to-close transition

YOU:

"So you're keeping your PBX, you're on PRI, and you're paying for capacity you don't always use. Here's the move: SIP trunks sized to your real peak, HD voice, scale up or down anytime, delivered over dependable connectivity. Cheaper now, and a clean path to cloud voice later. Let's review your trunks — does [day] work?"

D. Email follow-up

Subject: Modernize your trunks, keep your PBX

Hi [Name] — thanks for the chat. OneCloud SIP trunking replaces costly, rigid PRI/analog trunks with scalable VoIP — HD voice, channels that flex with your volume, lower cost, and reliable multi-site reach — while keeping the PBX you already have. It's also a clean on-ramp to full cloud voice later. Can I review your

current trunks? — [You], OneCloud, (407) 588-3208

13.8 One-Page Quick Reference

Pitch in one sentence	Next-gen VoIP trunks — HD voice, scale on demand, lower cost — modernizing your trunks while you keep your PBX.
Best opening question	“Are you still running PRI or analog trunks into your phone system?”
Qualify vs. alternatives	Keep PBX → SIP. Specialty/analog lines → POTS (Sec 1). Replace whole system → UCaaS/Complete.
Key differentiators	VoIP cost savings · on-demand channels · HD voice · global reach · PBX-friendly · UCaaS on-ramp
Proof point	Greenwood Genetic Center: displaced PRIs with SIP as part of ~\$940/mo savings.
Contact	(407) 588-3208 · onecloud.com

ONECLOUD SALES TRAINING MANUAL

Section 14: AI Voice Studio

This section equips you to position AI Voice Studio — the tool that creates memorable, on-brand greetings, auto-attendants, and call menus with AI voices and license-free music. It's included in the office admin's portal, making it a powerful value-add and differentiator rather than a standalone sale.

14.1 Product Overview — What AI Voice Studio Is

AI Voice Studio turns the caller experience into a branding opportunity. Using AI scripting and voices, an admin can generate polished greetings, auto-attendant messages, call menus, and on-hold content — paired with license-free music — in minutes, with no recording studio or voice talent.

Key features:

- **AI scripting tools** powered by leading AI engines — enter a website, get customized scripts.
- **50+ languages and dialects** from 300+ voice artists.
- **Vast license-free music library**, regularly updated.
- **Ready-to-use templates** and instant access; ultimate custom recordings.
- **Scheduling** — set start/stop dates and days for seasonal or event messaging.
- **Included in the office admin's portal** — free to try, easy to use.

14.2 Why It Matters — The Value-Add Angle

Most businesses have a robotic or outdated phone greeting — a wasted brand moment. AI Voice Studio turns hold time and auto-attendants into polished, on-brand experiences, including holiday greetings, special announcements, product launches, and sales promotions. Because it's included in the portal, it's less a separate sale and more a reason to choose (and stay with) OneCloud.

How to use it in the sales process

Lead with it as a differentiator and a 'wow' in demos of UCaaS/Complete: 'And your greetings and menus? You'll build them yourself in minutes with AI voices and music — included.' It strengthens the core voice sale and boosts retention; it rarely needs its own pitch.

14.3 Ideal Customer Profile — Who Benefits Most

- **Any OneCloud voice prospect/customer** — it's a universal value-add.
- **Brand-conscious businesses** — retail, hospitality, services, professional firms.
- **Seasonal businesses** — holiday hours, promotions, event messaging via scheduling.
- **Multi-location brands** wanting consistent, professional greetings everywhere.
- **Multilingual customer bases** — 50+ languages and dialects.

Central Florida targeting tip

Tourism and hospitality operators around Orlando/Kissimmee live and die on caller experience and seasonal messaging — demo Voice Studio’s scheduling and multilingual voices as a standout reason to choose OneCloud.

14.4 Discovery Questions

- When a customer calls, what do they hear — and does it reflect your brand?
- Who updates your greetings and menus today, and how long does it take?
- Do you change messaging for holidays, promotions, or seasonal hours?
- Do you serve customers in more than one language?
- Have you ever paid for professional voice recordings or music licensing?

14.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
“Our greeting sounds robotic/dated.”	Build polished, on-brand greetings and menus in minutes with professional AI voices — included in your portal.
“Updating messages is a hassle.”	Admins generate and schedule new messages instantly — no studio, no voice talent, no waiting.
“We change hours/promos seasonally.”	Schedule start/stop dates and days for holiday greetings, promotions, and events.
“We serve multiple languages.”	50+ languages and dialects from 300+ voice artists.
“We paid for recordings/music before.”	Voice Studio includes AI voices and a license-free music library — no extra cost or licensing.

14.6 Key Differentiators & Positioning

- **Included in the portal** — a value-add and retention driver, not an upsell.
- **AI scripting + 300+ voices in 50+ languages** — professional results in minutes.
- **License-free music library** — no licensing headaches or fees.
- **Scheduling** — turns hold time and menus into timely marketing.
- **Demo ‘wow’ factor** — a memorable moment that helps close the core voice deal.

Positioning reminder

Don’t try to sell Voice Studio standalone. Use it to differentiate OneCloud’s voice platform, elevate demos, and reinforce the value of Complete/UCaaS — then mention it’s already included.

14.7 Objection Handling

Objection	Response
"AI voices sound fake."	Today's AI voices are remarkably natural — 300+ artists across 50+ languages. Let me play you a sample in the demo.
"We already have greetings."	When did you last update them? Voice Studio makes refreshing them for holidays, promos, and seasons effortless — and it's included.
"We don't have time for this."	That's the point — enter your website, get a script, pick a voice and music, done in minutes. No studio needed.
"Is there an extra cost?"	It's included in your office admin portal — try it free.

14.8 How to Demo It

Use Voice Studio live inside a UCaaS/Complete demo to create a memorable moment:

- Enter the prospect's website address and let the AI generate a customized greeting script.
- Pick an on-brand AI voice (offer a couple of languages if relevant) and a license-free music bed.
- Show scheduling — set a holiday or promo message with start/stop dates.
- Tie it back: 'This is included — your team can refresh greetings anytime, in minutes.'

14.9 One-Page Quick Reference

Pitch in one sentence	Create polished, on-brand greetings, menus, and on-hold messages in minutes with AI voices and license-free music — included in the portal.
Best opening question	"When a customer calls, what do they hear — and does it sound like your brand?"
How to sell it	A value-add and demo 'wow,' not a standalone sale — use it to differentiate and reinforce UCaaS/Complete.
Key differentiators	Included · AI scripting · 300+ voices / 50+ languages · license-free music · scheduling
Contact	(407) 588-3208 · onecloud.com

SECTION 15 · PART 1 SOLUTIONS

OneCloud AI Agent

An automated receptionist and AI answering solution for any business losing revenue to missed calls. It answers **24/7**, handles simple requests, routes callers to the right person by intent, and auto-syncs a transcript and summary to your CRM after every call.

15.1 Product Overview — What the AI Agent Is

An intelligent, voice-based **automated receptionist** built natively into your phone system. Unlike basic auto-attendants or IVR trees, it understands natural language, interprets caller intent, and takes real action — transferring calls, texting calendar links, capturing lead info, and syncing to your CRM — all without a human picking up. Setup takes minutes: enter your website URL and the AI crawls it automatically, ingesting your services, FAQs, staff directory, and hours, then answers as a branded voice agent 24/7.

What it replaces or augments

- After-hours voicemail black holes — 80% of callers sent to voicemail never leave a message (Forbes).
- Repetitive front-desk questions: hours, address, directions, pricing.
- Overflow calls during lunch rushes and peak times.
- Manual call logging — it writes its own summaries to your CRM.
- Rigid IVR trees that frustrate callers with button-press menus.

15.2 Why It Matters — The Revenue-Leak Problem

Every missed call is lost revenue. The AI Agent is the fix.

Proof — the cost of a missed call

HVAC: missing 15–20 calls a month is **\$3,600–\$4,800** lost every month (\$43K–\$57K a year at average repair-ticket value). **Pizza shop:** 10–15 missed calls a night during the dinner rush multiplies into a six-figure annual loss.

- **Voicemail abandonment** — 80% of voicemail callers don't leave a message; they call a competitor.
- **Peak-time bottlenecks** — lunch rush, after-hours, Monday morning; the AI never gets overwhelmed.
- **Employee burnout** — staff answer the same 10 questions on repeat; the AI frees them for high-value work.

15.3 Ideal Customer Profile

Vertical	Fit
Medical / Dental / Chiro	High call volume, appointment booking, insurance questions, after-hours demand.
HVAC / Plumbing / Electrical	Emergency calls 24/7, dispatch routing, seasonal overflow. Every missed call = a lost job.
Legal / Professional Services	New-client intake, appointment scheduling, confidentiality-conscious routing.
Restaurants / Food Service	Order-by-phone, reservations, peak-time overflow. Integrates with Heartland POS.
Hotels / Hospitality	Reservation inquiries, amenity questions, after-hours front-desk coverage.
Auto Dealers / Service Centers	Service appointment booking, parts inquiries, sales overflow routing.
Real Estate / Property Mgmt	Showing requests, tenant maintenance calls, after-hours emergency routing.
Education / Private Schools	Enrollment inquiries, absence reporting, staff-directory routing.

15.4 Discovery Questions

- When a customer calls after hours or during lunch, what happens to that call right now?
- What percentage of calls go to voicemail — and how many of those callers actually leave a message?
- Are front-desk staff answering the same questions repeatedly — hours, location, pricing, availability?
- Have you ever calculated what a single missed call costs your business?
- Can you automatically text a scheduling link or confirmation without a staff member doing it manually?
- When you're slammed at peak times, what's the experience like for the caller who can't get through?
- Does your current system capture a transcript or summary of every call automatically?
- Are call summaries going into your CRM today, or is that a manual process?
- If a caller says "billing question," does your system route them intelligently, or to a general queue?

15.5 Value-Based Reasons (VBRs) — Match to What You Hear

If you hear...	Lead with this VBR
"We miss calls after hours."	AI Agent answers 24/7 — never sends a caller to voicemail again.
"Staff waste time on simple questions."	AI handles FAQs, hours, directions — staff focus on real work.
"Callers get frustrated with our phone tree."	Natural conversation — callers speak normally, AI understands intent.
"We lose business during lunch rush."	AI handles overflow instantly — no busy signal, no hold music.
"We don't know how many calls we miss."	Full call history, transcripts, and analytics in the admin portal.
"Our CRM data is always behind."	Every call auto-syncs transcript and summary to your CRM via Zapier.
"Booking appointments is a bottleneck."	AI texts a scheduling link to the caller in real time during the call.
"We're a restaurant — orders slow us down."	Integrates with Heartland POS — takes orders directly into the kitchen.

15.6 Key Differentiators & Proof Points

- **No-code setup** — enter a website URL; the AI crawls and configures itself. Live in minutes.
- **Native phone integration** — runs as an extension inside OneCloud; sees availability, handles transfers, routes overflow.
- **Intent-based routing** — understands meaning, not keywords ("invoice question" → billing).
- **Natural, interruptible conversation** — callers can speak naturally and interrupt without derailing it.
- **In-call SMS actions** — texts calendar links, confirmations, or directions during the live call.
- **CRM sync** — transcript, audio, and AI summary auto-sync via Zapier, Pipedrive, and more.
- **POS integration** — for restaurants, checks live inventory and inputs orders via Heartland POS.
- **Free trial** — existing customers get up to 90 minutes of call time OR 50 calls, zero risk.

15.7 Common Objections & Responses

Objection	Response
"Our customers want a real person."	So do ours — the AI gets them to the right person faster, or handles simple requests so your best people are free when it matters. It frees your team, not replaces it.
"We already have voicemail."	80% of voicemail callers never leave a message (Forbes). Voicemail is where revenue dies; the AI answers instead of sending callers to a black hole.
"It won't understand our callers."	It's trained on your business from day one — your services, staff, FAQs — and understands natural speech. We can demo it live on your actual business in under 10 minutes.
"Setup sounds complicated."	It's a URL. You enter your website, the AI reads it, our team configures the rest. Most businesses are live the same day.
"We're not sure about the ROI."	Let's calculate it — missed calls per week × average ticket. For most businesses, recovering 10–15 missed calls a month more than pays for the service.

15.8 Call Scripts

Opening — cold door-knock / cold call

YOU:

"Hi, I'm [Name] with OneCloud. Quick question — when a customer calls after hours or during a busy period and nobody picks up, what happens to that call right now? ... We have something worth 5 minutes: an AI that answers your calls 24/7, handles the simple stuff, and gets real callers to the right person automatically. Can I show you how it works for a business like yours?"

Discovery bridge

YOU:

"Before the demo, help me understand your situation. How many calls does your business get on a typical day? During your busiest times — lunch, mornings, after 5 — is someone always available to answer? And when a call gets missed, do you have any idea what that's costing you?"

Close / next step

YOU:

"Here's what I'd suggest: a live demo using your actual business — your website, services, staff. You'll hear it answer a call the way it would for your customers. Takes about 15 minutes. And if you're an existing OneCloud customer, we'll give you the first 90 minutes or 50 calls completely free. What does your schedule look like this week?"

15.9 One-Page Quick Reference — AI Agent

Product	OneCloud AI Agent (automated receptionist / AI answering)
Best for	Any business losing revenue to missed calls: Medical · Legal · HVAC · Restaurant · Hotel · Auto · Real Estate · Education
Key stat	80% of callers sent to voicemail do not leave a message (Forbes)
Setup	No-code. Enter website URL. Live the same day.
Top 3 VBRs	1. Answers 24/7 — never misses a call. 2. Understands intent, not just keywords. 3. Auto-syncs to CRM after every call.
Free trial	Existing customers: 90 min free call time OR 50 free calls
Demo hook	"Can I show you it answering a call for your actual business right now?"
Revenue calc	HVAC: 15 missed calls/mo = \$43K–\$57K/yr lost. Ask: what's your average ticket value?
Contact	Eric Dassa · (407) 558-3208 · edassa@onecloud.com

Proof — the voicemail black hole

80% of callers sent to voicemail never leave a message (Forbes) — and for an HVAC shop, just 15 missed calls a month adds up to **\$43K–\$57K** in lost revenue per year.

Demo in under 10 minutes

It's a URL — enter the website address, the AI reads it, and it's ready. Most businesses are live the same day. Offer a live demo on the prospect's actual business on the spot.

SECTION 16 · PART 1 SOLUTIONS

OneCloud Netcare

Fully managed network services. The firewall, switches, and Wi-Fi a business already runs get monitored, updated, and managed 24/7 — one predictable bill, one number to call. Netcare is the accountability layer over everything else: when the network breaks, OneCloud owns the outcome end to end, with no vendor finger-pointing.

16.1 Product Overview — What Netcare Is

Netcare puts a business's whole network — firewall, switches, and access points — under 24/7 proactive management. OneCloud monitors it around the clock, keeps firmware and security patches current, and fixes problems (often before the business feels them). The customer keeps the gear they already own **or** rolls a hardware refresh into the same monthly bill — no big upfront spend. The pitch in one sentence: **your whole network, managed 24/7 — one bill, one number to call.**

Key features

- **24/7 proactive monitoring** — problems caught and fixed before you feel them.
- **Firmware & security updates handled** — no more "set it and forget it" risk on an aging firewall.
- **One point of accountability** — no vendor finger-pointing; OneCloud owns the outcome end to end.
- **Your gear or ours** — manage what they already own, or refresh it on one monthly bill.
- **Scales with the business** — add locations, users, or bandwidth anytime.

Works with the gear they already have

Netcare manages the major brands in the field: **Peplink · FortiGate · SonicWall · Meraki · Unifi/Ubiquiti · Fortinet · Avaya**. Keeping existing hardware removes the "we just bought that" objection — the sale is the management and accountability, not new boxes.

16.2 Why It Matters — The Market Trigger

The internet's down, the card reader's dead, and everyone the owner calls says it's someone else's problem. The hardware vendor blames the ISP; the ISP blames the firewall; the "IT guy" is a friend who does it after hours — and the firewall firmware hasn't been touched since install day. Every hour of finger-pointing is an hour the business can't take payments, look up customers, or answer calls. Netcare ends it: OneCloud owns the outcome, 24/7, before most problems ever reach the owner.

The attach story

Netcare is the management layer over Internet Connectivity (Section 12) and SD-WAN (Section 11). Any time a prospect runs a POS, card readers, or cloud voice on a network nobody actively manages, Netcare protects the whole stack — and strengthens every other OneCloud solution already in the deal.

16.3 Ideal Customer Profile — Who to Target

- **Businesses running on aging network gear** — a firewall still on install-day firmware, warranty quietly expired.
- **No dedicated IT** — the "IT guy" is a part-timer, a friend, or the owner at 10 p.m.
- **POS / card-reader dependent** — payments, phones, and software all die together when the network drops.
- **Anyone who's eaten an outage this year** — and couldn't get a vendor to own the fix.
- **Growing or multi-site operators** — every new location is its own ad-hoc IT project.
- **Existing OneCloud voice/internet customers** — natural management attach over connectivity they already buy.

Central Florida targeting tip

Multi-location retail, healthcare, and logistics across the Polk, Osceola, and Lake County growth corridors run payments and cloud apps on networks nobody manages. Pair Netcare with Internet Rip-and-Replace (Section 12) and SD-WAN (Section 11) for a full connectivity-plus-management story.

16.4 Discovery Questions

- When was the firmware on your firewall last updated — and who did it?
- Who actually manages your network day to day?
- Is your network gear still under warranty, or has it passed end-of-life?
- When the internet drops, what happens to your POS, card readers, and phones?
- Have you had an outage this year — and could you get anyone to own the fix?
- Do you know what an hour of downtime actually costs you?
- Are you opening locations or adding staff in the next few months?

16.5 Valid Business Reasons (VBRs)

If you hear...	Lead with this VBR
"Nobody's touched the firewall since it was installed."	Aging Gear — install-day firmware protects your POS, customer data, and every call. Netcare patches it, tracks warranty/end-of-life, and puts the whole network under 24/7 management.
"We go down and every vendor blames the other one."	Downtime Cost — the real cost isn't the outage, it's the hours of finger-pointing. Netcare makes OneCloud the single owner: one call, we fix it end to end.
"We're opening a second location." / "Our IT person is buried."	Growth & IT Drain — standardize every site under Netcare, turn hardware refreshes into one predictable bill, and free your IT resource for revenue work.
"I don't even know who manages our network."	That's exactly the gap Netcare fills — one accountable party, monitoring and updates handled 24/7.

16.6 Key Differentiators & Proof Points

- **One point of accountability** — no finger-pointing between the hardware vendor, the ISP, and IT; OneCloud owns the outcome.
- **24/7 proactive monitoring** — most problems are fixed before the business notices.
- **Firmware & security patching handled** — closes the holes aging gear leaves open.
- **Keep-your-gear-or-refresh** — vendor-agnostic management (Peplink, FortiGate, SonicWall, Meraki, Unifi, Fortinet, Avaya), refresh rolled into one bill.
- **Scales site by site** — add locations and bandwidth without a new IT project each time.
- **Local install & support** — 35 years in business, backed by 99.999% uptime engineering.

Proof — local, proven, always-on

35 years serving Central Florida, a 4.9★ Google rating, 99.999% uptime engineering, and 24/7 support standing behind every managed network.

16.7 Objection Handling

Objection	Response
"We already have an IT guy."	Great — Netcare backs him up, not replaces him. We handle 24/7 monitoring and firmware so he isn't the only person who knows the network, and he's free for the work that grows the business.
"We already have a firewall and internet."	The question isn't whether you have gear — it's who's patching it and watching it. When was the firmware last updated? Netcare manages what you already own.
"Sounds like a big project."	It's managed — we monitor, update, and own it. You keep your gear, it's one monthly bill, and when something breaks you make one call instead of chasing three vendors.
"Our network's fine."	Most are — until the day the firewall on install-day firmware takes payments down. Netcare is cheap insurance that catches the problem before your customers do.
"We can't afford new hardware right now."	You don't need any. Netcare manages the equipment you already own — and if you ever refresh, it rolls into the same monthly bill, no upfront hit.

Scripts

A. Cold call opener

Goal: surface the unmanaged-network and finger-pointing pain.

YOU:

"Hi [Name], [You] with OneCloud. Quick question — when was the last time anyone updated the firmware on your firewall? ... For most businesses the honest answer is 'not since it was installed' — and that same box is protecting your POS, your customer data, and your phones. We manage the whole network 24/7 so it's patched, watched, and when something breaks it's one call to us. Worth a 20-minute look at how old your gear is?"

B. Voicemail

YOU:

"Hi [Name], [You] with OneCloud, (407) 558-3208. If your internet drops and your POS and phones go down with it — and every vendor points at another vendor — we fix that. OneCloud Netcare manages your whole network 24/7, one bill, one number to call. Reach me at (407) 558-3208."

C. Discovery-to-close transition

YOU:

"So you've got a firewall nobody's patched, no one really owns the network, and you ate an outage last quarter. Here's the move: Netcare puts your whole network under 24/7 management — we keep your gear, patch it, monitor it, and own every fix end to end, on one predictable bill. Let's do a quick network review — does [day] work?"

D. Email follow-up

Subject: One number to call when the network goes down

"Hi [Name] — thanks for the chat. OneCloud Netcare takes your whole network off your plate: 24/7 monitoring, firmware and security updates handled, and one accountable party when something breaks — no more finger-pointing between your hardware vendor, ISP, and IT. Keep the gear you have or refresh it on one monthly bill. Can I do a quick review of how old your firewall is? — [You], OneCloud. (407) 558-3208"

16.8 One-Page Quick Reference

Pitch in one sentence	Your whole network — firewall, switches, Wi-Fi — monitored, updated, and managed 24/7, with one bill and one number to call.
Best opening question	"When was the firmware on your firewall last updated — and who did it?"
Attach with	Internet Connectivity (Section 12) and SD-WAN (Section 11) — Netcare is the management layer over both.
Key differentiators	One point of accountability · 24/7 monitoring · firmware/security patching · keep-your-gear-or-refresh · vendor-agnostic · scales site by site
Three VBR angles	Aging Gear · Downtime Cost · Growth & IT Drain
Proof point	35 years local · 4.9★ Google · 99.999% uptime · 24/7 support
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