

Increase Prospecting Campaign Success for RingCentral Enterprise Opportunities



You're putting a lot of effort into this prospecting campaign, and the goal is that it will produce valuable prospects and new RingCentral customers. By following the guidance below, you'll increase your chances for overall campaign implementation success.

Improve your chances

Research

First and foremost, conduct research so that you can appropriately tailor your communications to that particular prospect. Here are a couple of ideas to get you started.

- Visit LinkedIn to learn where they went to college, where they're located, what department they work in—and anything else that you may have in common that you could use to jump-start a conversation.
- Study the enterprise's website to isolate pain points or trigger areas that the RingCentral solution would solve. For example: Do they have a mobile workforce? Do they have multiple offices? Are they global?

Communications

- Ask who you should reach out to instead if you learn you haven't contacted the person responsible for the company's cloud communications decisions.

Tip: Reference the person who referred you when reaching out to someone new.

- An alternate option to using the provided subject lines is using "RE: Same Subject Line" of the prior email. Include prior emails as part of the email content when using this method.
- When a prospect is on the phone, find out more about their current communications environment, what tools they are using, what they like about their current situation, and what they would like to be improved or enhanced.
- Isolate prospect's priorities for internal and external communications and any budget considerations.
- Open-ended discovery questions can go a long way—even when leaving a voicemail.

Tip: I'm interested in your thoughts on consolidating all your vendors with one complete communications solution. Would it be worth a 15-minute chat?

- When you have a prospect on the phone, ask open-ended, layering, and probing questions such as the ones detailed in the section to the right. This allows you to find out more about their needs and provides you the opportunity to further position RingCentral as their ideal solution.

The qualification conversation

In order to effectively sell RingCentral's solutions, you need to be able to assuage your prospect's business concerns, make a compelling case, and get them to move toward yes.

Getting to yes: Ask the right types of questions

Asking open-ended rather than closed questions will allow you to gather more information about your prospect: what they're looking for, what their hesitations are, and whether they're even a good fit for RingCentral at all. Give them the opportunity to allow you to get inside their head by asking questions such as those that follow.

Tip: The goal is to uncover your prospect's business needs and provide a solution.

Layering and probing questions

- Tell me more about...
- What do you mean...
- How so...
- Why is that...
- What are your thoughts on...
- Elaborate more on...
- Say more about...

Quantifying questions

- How did you come up with...
- How would you measure...
- What was your thinking behind...
- What was their thinking behind...
- What's the impact of...
- What's the benefit of...
- How would you quantify...

Example questions

- Give me some examples of...
- What would be some examples of...

Sample qualifications questions:

1. What prompted you to look at RingCentral?
2. Tell me about your organization and a little about you.
3. Tell me about some of your priorities around communicating internally and externally.
4. Tell me about the different communications tools that your organization uses today.
5. What do you like about what you're currently doing?
6. What don't you like about your current situation?
7. What would you like to see enhanced or improved with how you do things today?
8. Tell me a little bit about your current environment.
9. Tell me about your decision-making process in selecting a company like RingCentral to work with.

Tip: See RingCentral's Enterprise Campaign in a Box on the partner portal for more specific discovery questions.

10. How will you be evaluating different solutions like ours?
11. Tell me about the people involved in this process.
12. Tell me about your timeframes in wanting to resolve these issues.
13. How do you handle budget considerations?
14. How will choosing a solution like ours be justified internally?
15. How might this project align with executive priorities?
16. Tell me about the different options that you are evaluating in this space.
17. What obstacles might get in the way of this project moving forward?

Objection handling

Believe it or not, objections are actually good; something that you should welcome with open arms. This gives you the chance to ask lots of questions and be curious. You can't handle an objection until you understand it. You need to get into the mindset of the customer, because frankly, this isn't about your company or RingCentral. The prospect has every right to name an objection; you have the right to be curious. Get their objections on the table early and often by being proactive rather than reactive. Remember, in selling, objection handling, negotiating, and closing are always changing and evolving, so your job is to regularly check in with your customers.

1. Hear them out completely.
2. Be curious. Ask lots of questions to understand the objection.
3. Isolate the objection as the final objection (if appropriate).
4. Ask about their ideas of what a solution might look like.
5. "Let me give you some options as I see it, and you can tell me what you think."

Tip: Give multiple options if possible.

6. Ask for their thoughts on your options.

Contact RingCentral Partner Support:
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