

FREE REPORT:

“The Ultimate Guide To Choosing The RIGHT VoIP Phone System For Your Small Business”

**Not All VoIP Systems Are Created Equal!
Read This Guide To Discover How To Avoid Making
A Frustrating, Expensive Mistake
When Choosing A VoIP Phone System**

Read This Report To Discover:

- What VoIP is, how it works and why the phone company may force you to switch to a VoIP phone within the next 3 to 4 years.
- Hidden costs with certain VoIP systems that can negate any cost savings you might gain on your phone bill.
- The ONLY way to know for sure if VoIP will work in your environment and in your business.

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A Letter From The Author:

Why We Created This Report And Who Should Read It

If you're looking to purchase a new phone system, you're about to make a very important decision that, if mishandled, may not only cause you to waste a lot of time and money, but also can frustrate your clients, new potential clients and employees with dropped calls, poor sound quality and a host of other communication problems.

If you've just started shopping around, I'm sure you were met with conflicting advice, confusing "geek speak" and no real answers to your questions and concerns about sound quality, cost savings and whether or not VoIP will work with your current network and Internet connection.

That's why we wrote this report. We wanted to offer you a simple, straightforward guide that not only answers your questions in plain English, but also provides vital experience-based information on choosing a VoIP system that most phone system sales guys don't know (or may not tell you). After all, selecting something as critical as your company's phone system is a decision you do not want to make lightly.

If you don't find the answer to a question you have in this report, we are always available to answer a quick question or to provide a second opinion. Please contact my office direct if we can clarify any points made in this report or answer any questions you have.

Dedicated to serving you,

Darryl Kalli, President
North Star Inc.
www.nssit.com
Call Us Direct: 303-747-4024

Good News And Bad News: You Have A Lot Of Options!

Thanks to voice over Internet protocol (VoIP) and ever-improving cloud technologies, the options available to you as a small (or big!) business are plentiful, with more features at a lower cost than were available the last time you went shopping for a phone system.

However, with all the options and dozens of vendors, separating the good from the bad and navigating the marketing hype can be difficult. Not only are some VoIP systems a complete waste of money for a business environment, but fees can be “hidden,” so what appears to be a big cost-saving decision (initially) can end up costing you more in the long run once you’ve calculated in ALL costs over a 1- to 3-year period.

Additionally, if not designed, implemented and supported properly, VoIP phone systems can be extremely problematic and can be MORE expensive than a traditional phone system, depending on your specific situation.

Buyer Beware! Saving money on your phone bill should NOT be your only criteria when considering a VoIP phone system for 2 important reasons. First, dropped calls and poor sound quality will frustrate you and cause prospects to hang up and call your competition – so you might save some money on your phone bill, but you LOSE customers and sales. Definitely NOT a good trade-off. Second, make sure you look at the TOTAL COST OF OWNERSHIP (TCO), not just the savings on your phone bill, which is what almost every VoIP salesperson focuses on. While it’s not the norm, there are certain cases where VoIP may actually cost you MORE than a traditional phone system because of the features and costs your VoIP vendor adds on, negating any savings on your phone bill.

What Is VoIP?

In the simplest terms, VoIP (or voice over Internet protocol) is a way for phone conversations to be transmitted over the Internet instead of using traditional phone lines that have been used for the last several decades.

Without a doubt, all phone communications will be transmitted this way in the very near future and, like it or not, you will eventually be using a VoIP phone system. Here’s why...

Do you remember Hurricane Sandy? One of the hardest-hit areas was Mantoloking, an island off the coast of New Jersey. The storm destroyed the city’s copper telephone network that had kept it connected to the rest of the world for over a century.

But instead of replacing it, one of the companies that provides telephone service to the area, Verizon, chose NOT to rebuild the island's copper network and replaced it with their wireless service, Voice Link. This kicked off a number of complaints from residents who wanted their old landline phone back, but it was not a battle they could win. This is only one example of similar situations happening all over America. Phone providers are opting to retire traditional phone lines, or the PSTN (Public Switched Telephone Network), instead of repairing them when they fail. In their place, they are installing fiber optic cables that carry VoIP, offering wireless services or a combination of the two.

In fact, the traditional landline is not expected to last the decade in a country where 40% of households use *only* wireless phones, and less than 10% have ONLY a landline. Fact is, more and more people are opting to use their cell phone as their home phone, and businesses are steadily replacing traditional phone systems for VoIP. Therefore, the phone providers do not want to continue to incur the heavy costs of replacing, repairing and updating the old phone lines since they are getting fewer customers using them every day.

For quite some time, AT&T was petitioning the FCC to retire the PSTN, calling it a "death spiral" because of the exorbitant costs of maintaining it, and citing how fewer people are using it every year. Last year, the FCC approved AT&T's petition to move forward on the transition, and AT&T plans to have the PSTN retired by 2020. So, even if you are determined not to make a switch, you may be forced to change sometime within the next 3 to 4 years.

The 3 Main Options You Have For Your Business Phone And The (Honest) Pros And Cons Of Each

So let's start by outlining the types of phone system options below, who they are most appropriate for and the pros and cons of each.

1. Virtual Phone Service

This is a good option for start-ups or small home-based businesses that don't have a traditional office, with a handful of employees who are out in the field or who work from home. A virtual phone system is like a hosted web site. Instead of buying actual phones and phone lines, you purchase a service that will give you a local or toll-free number to provide clients or to post on your web site, business card and marketing collateral. When someone calls, that call will be routed to a designated cell phone (yours or other employees') or a home phone. Some services will even answer the phone for you like Call Ruby. This keeps your personal cell phone or home phone number private, and gives you the ability to route calls based on the time of day, call purpose, etc. You can also set up the system to call through a list of numbers until someone answers live. Some of the companies providing this type of service include

Grasshopper, RingCentral and 8x8.

The PROS: As with most phone services, the costs will depend on the number of extensions and minutes used, but you save money by not having to buy phones; calls are routed to your cell phone or home phone. You can also get the same features of many big phone systems, such as multiple extensions, call forwarding, local and toll-free numbers, voice mail, read your voice mail messages, name directories, music on hold, fax on demand and call screening. Also, if you move locations, you don't have to pay to move the physical phone system equipment.

The CONS: The biggest disadvantage is poor call quality and a lag time when calls are transferred to you – which is not something you want to overlook. If you have potential buyers calling to do business with you, that lag time to answer and poor sound quality will cost you sales when people hang up out of frustration (or thinking nobody is answering) and give new potential prospects a poor image of your organization. Further, some providers will require you to sign a lengthy contract; while some will waive this requirement, you will get better pricing by signing a longer-term contract. Also, the cost savings over time may not be as significant as they are in the short term. This option is best suited for a start-up or home-based business.

2. Landline Phones

This is the phone system you most likely have in your office now, or at least have had at one point in your business. Although this is still the most reliable phone system, delivering the highest call quality, thousands of businesses are replacing their traditional phone systems for the cost savings of VoIP (Voice Over Internet Protocol) phone systems, since the features, call clarity and reliability of VoIP systems has improved dramatically in recent years and will continue to improve.

The PROS: If voice clarity and phone line dependability are paramount to your business, then landline phones are still the best choice. Further, a phone line is not powered the same way electricity is, so if the power goes off or is interrupted, your phone will still work, making this a better option for areas that are prone to outages or companies where working phone lines are critical to their business.

The CONS: The biggest downside is the cost. Landline systems are the most expensive to install and support. While the cost of landline services has dropped over the last decade, they often can't beat the cost savings offered by a VoIP system. Second, you may be FORCED to switch to VoIP based on the clear movement toward retiring traditional copper phone lines, as discussed previously in this report; so you want to give serious consideration to whether or not you want to invest in a more

traditional phone system at this time.

3. **VoIP (Voice Over Internet Protocol)**

VoIP works by converting audio signals (your conversation) into digital data that travels over broadband Internet via fiber optic lines, DSL or cable INSTEAD of over traditional phone lines. VoIP phones are plugged into a VoIP adapter and then into your computer, firewall or Internet connection. Without a doubt, VoIP will, at some point, completely eliminate the need for landline phones.

The PROS: One of the biggest benefits to VoIP is cost savings; in fact, our typical client saves between 25% and 70% on their phone bill. And if you have multiple offices, make a lot of international calls and have a heavy call center, the savings can be staggering. Some of our clients have seen a \$800 to \$2000 per month savings per year just by switching to VoIP – and that money goes directly to the bottom line. VoIP also offers all the same features you can get with a landline PLUS many advanced features you cannot get with a traditional landline phone such as the ability to listen to voice-mail messages and place or receive a call from your laptop, PC or tablet and the ability to do video conferencing.

The CONS: As you may already know or have heard, it's common to experience dropped calls, connectivity issues, crackling, echoes and interruptions (like hearing every other word of a conversation) when on a VoIP line. However, this does NOT have to be the case and largely depends on what VoIP option you are using.

Free VoIP Assessment Will Cut Through The Confusion, Myriad Of Options And Tech “Mumbo Jumbo” To Help You Make The Smartest, Safest Phone System Choice For Your Company

Since you've requested this report and have read this far, my guess is that you're looking into upgrading your phone system to VoIP sometime in the near future. To help you avoid making any mistakes and to help you navigate the endless number of choices, tech jargon “mumbo jumbo,” conflicting advice and confusion, I'd like to offer you a FREE VoIP and Communications Assessment for your company to answer all of your questions and determine which phone system is BEST FOR YOU based on your specific needs, budget, Internet connection and existing network.

You have my absolute assurance that I will give you straight answers to your questions and will NOT hard-sell you a phone system. My goal is to help you make the BEST decision for YOU – one that you're comfortable with and that will actually deliver what you want. If our system turns out to be the best option for you, we'd welcome the opportunity to serve you. But if not, we'll give you our best recommendation and refer you to some other solutions. That's how we build solid trust-based relationships with all of our clients.

At the end of our Free Assessment, you'll know:

- **The EXACT and TRUE amount of money you will save by switching to VoIP, and ALL the costs that are associated with selecting a VoIP phone system.** In most cases, we save our clients between 25% and 70%. But most important, we'll show you a complete and true picture of ALL costs factored in, not just your phone-bill savings, which is what most other VoIP salespeople focus on to avoid talking about other costs involved in moving to their system.
- **If a VoIP phone system will truly work in YOUR specific environment.** Every office and network is different, so it's critical that you get a thorough assessment of your *entire* network, including your bandwidth and Internet connection, firewall, system use, volume of calls, features you need, etc., etc., etc. That's why we run tests in YOUR specific environment to make sure you won't experience garbled sound, dropped or missed calls, echoes and dozens of other VoIP problems.
- **If you have the right Internet connection and network configuration to use a VoIP phone without problems.** We'll do a complete analysis of your current Internet connection and computer network to determine if you have sufficient bandwidth to operate a VoIP system without issues, and to look for any other factors that may negatively impact a VoIP phone system from working properly.
- **What the BEST phone system is for you – and what features you need – based on how you do business.** If you're running a call center, you will have different needs than if you're a doctor's office. If you have remote workers and a sales team that travels extensively, there are features that can help you keep these employees connected. Do you want to record calls coming in for quality and training purposes? Does your front desk get overloaded with calls during certain times of the day or year? Do you absolutely need to have your phones answered live? Would you like to have your voice-mail messages sent to your in-box or typed out? These are just a few of the features available.
- **How you can increase sales, lead conversion and customer happiness.** Part of our Communication Assessment will reveal ways for you to instantly and easily recapture lost revenue and sales opportunities through better phone-handling practices. We'll look at how your company is currently handling (or mishandling!) phone calls from prospects and clients alike and show you easy ways to make more money without spending another dime on marketing or advertising.

Here's How Your Free VoIP Assessment Works:

At no charge, we will come to your office to conduct a detailed review of your current phone system, telephone bill, Internet connection and network setup. We'll also analyze how calls are currently being handled and your "dream list" of what you would like to happen when a client or a prospect calls your office.

Based on what we discover, we'll research multiple options and come back to present you with an action plan to help you save money and get the results you want. We will NOT try to sell you a "one-size-fits-all" system but instead recommend a phone system we are supremely confident in to deliver the service, cost savings and quality you want.

That said, I want to be very clear that there are no expectations on our part for you to do or buy anything when you sign up for a Free VoIP Assessment. We don't expect everyone to become a

client; we also know that providing value in advance – NOT heavy sales pressure – is the best way to build relationships with potential clients like you, which is why we offer this Free Assessment.

If nothing else, this Free Assessment will put you in a much better position to make an informed, intelligent decision on whether or not you should upgrade your phone system, if your network is capable of handling VoIP AND which option(s) will work best for you.

What To Do Now: How To Request Your Free VoIP Assessment

To request a Free VoIP Assessment, simply respond by:

- Calling us at 303-747-4024
- Sending me an e-mail: support@nssit.com

Once we hear from you, a VoIP engineer from our office will call you to schedule a convenient time for us to meet. Remember, there is no obligation for you to buy or do anything – this is simply a discovery meeting to see if VoIP is right for your organization.

Sincerely,

Darryl Kalli, President
North Star, Inc.