

WHO WILL BENEFIT FROM MICROSOFT RESPONSE POINT?

Microsoft® Response Point™ phone system software is designed specifically for small businesses with one to 50 employees. Response Point is easy to use and manage, and requires only a wired local area network (LAN) and one Microsoft Windows® XP SP2 or Windows Vista® PC.

WHAT IS THE MAIN CUSTOMER MESSAGE?

Easy to use and manage, Microsoft Response Point is revolutionary phone system software designed to meet the needs of small businesses. The user-friendly administrator software empowers an average PC user to set up a phone or make system changes in minutes, with just a few mouse clicks. The unique voice-enabled user interface instantly connects employees and customers with the people or information they need. Delivered on intuitive hardware, with support for both traditional phone service and Voice-over Internet Protocol (VoIP), Response Point offers an entire phone system in one affordable package—a smart choice for any small business.

WHAT DO SMALL BUSINESSES CARE ABOUT?

Business Concern	Customer Type 1	Customer Type 2	Customer Type 3
	Cutting costs and predicting monthly cash flow.	Appearing professional.	Saving time.
Business Attitude	I can't afford a new phone system.	I want to make a great impression. I'm a small business that competes with larger players, so I need to look completely polished and organized.	I don't want to spend my valuable time learning the complex features of a new, complicated phone system.
Response Point Provides	Low cost of ownership—add users as your business grows with no additional license fees. VoIP provides toll savings with predictable monthly expenses.	Business benefits. Customers get VIP treatment, every time. Auto Attendant manages common requests and handles increased call volume smoothly. Calls are routed to the right person, helping prevent missed opportunities.	Time-savings benefits. Quick setup with no training required. Average PC users can add, manage, and change users with just a few mouse clicks. You can easily access features using only your voice.

HOW RESPONSE POINT ADDRESSES YOUR CUSTOMER'S PAIN POINTS

Customer Pain	Adding and changing users can be difficult and time-consuming.	I am unable to respond to my customers when I am away from the office.	Calls are mishandled or go unanswered, causing my customers' needs to go unmet.
Response Point Experience	Set up users and make changes in minutes. The user-friendly administrator software lets average PC users complete phone moves, changes, or additions with a few mouse clicks.	Reach customers and colleagues easily—from almost anywhere. Response Point makes it easy to take and make customer calls away from the office. Calls can be automatically routed on a VoIP line, helping you avoid exorbitant long-distance rates.	Respond quickly to customer needs. Response Point automatically routes calls to the right person, whether they're in the office or on the road. Employees don't have to wait by the phone, and callers receive VIP treatment every time.
Benefits	<ul style="list-style-type: none"> • Add and change users quickly and easily. • Adjust staffing peaks and valleys flexibly. • Just add a phone to an Ethernet port and it's ready to go. • Customer experience untied from location—move without interrupting service. 	<ul style="list-style-type: none"> • Route calls to the right employee, whether they're in the office or out. • Park/retrieve calls to handle them from the best location. • Send voicemail to e-mail for easy access. • Ring all the phones in a particular department for quick access. 	<ul style="list-style-type: none"> • See caller details with screen pop-ups. • Specify callers who can ring you directly, bypassing the receptionist. • Integrates with Microsoft Office Outlook® contacts easily. • Auto Attendant manages common requests and increased call volume smoothly and professionally.

IS YOUR CUSTOMER READY FOR RESPONSE POINT?

Response Point system requirements include:

Required

- A wired local area network (LAN)
- One computer running one of the following system programs:
 - Windows XP Professional or Home Edition SP2 (32-bit)
 - Windows Vista (32-bit)
 - Windows Server® 2003 R2 SP2 (32-bit)
 - Windows Small Business Server 2003 R2 (32-bit)

Recommended

- Internet access
- Access to an SMTP mail server
- Office Outlook 2003 or Office Outlook 2007

MAKING THE CALL

1. *Get to know your customer's business beyond the technology and the products they provide. This will help you better position the business value of the solution and build rapport with your customer.*

 - **How is your customer's business doing? Why?** This conversation sets the stage for more in-depth probing. For example, through this you can improve your understanding of their business and ascertain if they are in a sustain, growth, or decline mode.
 - **What does your customer value? Saving time? Cutting costs? Competing with larger companies?** Knowing your customer's values helps you to position a telephony solution that will map to their values. For example, by aligning to your customer's values, you can position a communications solution as a way to allow your customer to spend more time with their family, because they will have the ability to make and take calls from almost anywhere while avoiding long-distance rates.
 - **How does your customer run their business?** This is where you can identify how your customer makes their business run operationally. This information provides insight into how communication technology is being used in your customer's business and where the opportunities are to influence positive change based on (1) the current state of the business, and (2) customer values. Your questions can include:
 - Are you spending more than \$500/month on local and long-distance charges?
 - Do you have three or more telephones? Would you like to add more?
 - Is your staff "mobile"?
2. *Now you are ready to generate interest in a communications solution with your customer. Based on what you know about them, you can direct the conversation to illustrate how Response Point can better address their customers' difficulties and challenges:*

 - Does your business have call-flow issues?
 - Do you want customers to have one access point for your business?
 - Do you desire improved productivity with e-mail and voicemail options?
 - Are you frustrated with your current phone system?
 - Is your business getting ready to move or expand?
3. *Through your dialogue, you should be able to identify your customer's pains. It helps to ensure that the customer also realizes the pains. You can state:*

 - "In our discussion, I heard you state that you struggle to handle increases in call volume, you face unpredictable and often exorbitant costs associated with your current system, and that you are unable to stay connected when you're away from the office. Did I capture this accurately?"
 - If yes, you can then explain how Response Point addresses their pain points by automatically routing calls to the right person for better customer care, reducing long-distance phone bills through use of a VoIP line and enabling them to take and make calls from almost anywhere.
 - If no, ask your customer to recap their pains. Then you will be able to propose a solution mapped to Response Point benefits based on acknowledged customer pains and values.
4. *Qualify the opportunity by identifying whether your customer has the budget to address the issue(s) and when they expect to do so. (It is helpful to point out the incredible savings offered by Response Point, such as the example noted below.)*

 - A small business with 10-19 employees can save an average of \$8,000 in the first year alone by purchasing an IP-based phone system.
5. *Prove value to your customer by discussing the following:*

 - Financial impact (cost savings and efficiency)
 - Saving time (easy-to-use phone system, no learning curve involved)
 - Quick response to customer needs
6. *Close the call.*

 - Gain agreement with the customer on the next steps.

OVERCOMING OBJECTIONS

Customer Objection	How to Respond
This is too complicated for my small local business. I want to keep it simple.	Designed specifically for small businesses, Response Point is advanced phone system software that radically simplifies the phone experience. As a user, you can access the phone and its features using just your voice. The intuitive Response Point administrator software allows you to complete phone moves, additions, or changes with just a few mouse clicks. There is no special phone training required.
I can't afford a new phone system.	Response Point is an affordable phone system designed specifically for small business needs and budgets. Response Point reduces costs by eliminating additional license fees, removing costly phone system extras (expansion packs, hours of employee training, etc.), and helps you avoid exorbitant long-distance rates by allowing calls to be routed over a VoIP line.
I don't need a new phone system. The one I have is fine.	Response Point is easy to use, easy to manage, and affordable. From your first day with Response Point, you will feel empowered to do things that you may not have been able to handle before—including managing moves, adding new users, and changing phone system settings. Designed to meet your needs, Response Point is an innovative solution that helps you save time and money.

RESPONSE POINT FEATURES AT A GLANCE

Adding New Employees

- Scales to 50 employees (with no additional license fees).
- Setup configuration wizards make changes easy.
- Auto discovery of new phones.

Voicemail and Call Routing

- Ring all the phones in a particular department for quick access.
- Manage call logs effortlessly through e-mail.
- Park, retrieve, and forward calls.

Mobility

- Call forwarding for employees on the go.
- Voicemail to e-mail forwarding.
- Office Outlook contact integration.

Customer Responsiveness

- Transfer calls easily between employees or departments.
- Pop-ups reveal details about callers.
- Voice-enabled Auto Attendant provides fast, professional response 24x7.



TOP FIVE REASONS TO USE RESPONSE POINT

1. Response Point reduces phone system management costs by empowering average PC users to complete moves, additions, and changes—no special phone training required.
2. Response Point helps eliminate the need for many expensive phone system extras—expansion packs, hours of employee training, etc.—that typically add thousands of dollars to the cost of a small business phone system.
3. Response Point's top-quality voice recognition lets you embrace phone features that were previously cumbersome or complicated. Just say "transfer my call to Joe" instead of memorizing the right call transfer keystrokes and Joe's extension number. Call anyone in the company, or any of your Office Outlook contacts, just by saying their name.
4. Response Point lets you better serve customers with a helpful, automated receptionist that is customizable and able to answer frequently asked questions about your business, such as your hours and location. Callers need only speak their desired party's name and they will be transferred to that extension.
5. Response Point helps you respond quickly and professionally to customer needs. You can see caller details in screen pop-ups. You're able to specify which callers can ring you directly, bypassing the receptionist. With Response Point, your callers receive VIP treatment every time.

HOW TO BUY RESPONSE POINT

Response Point Provider	D-Link	Quanta	Aastra
Company Description	D-Link is the global leader in connectivity for small, medium, and large enterprise business networking.	Quanta Computer today is the largest notebook computer ODM company in the world. With leading technology and strong R&D, Quanta has become a leader in hi-tech markets.	Aastra Technologies Limited is a global enterprise telecommunications systems leader.
Notable Hardware Characteristics	<ul style="list-style-type: none"> • Separate analog telephone line adapter for optimal scalability • QoS support 	<ul style="list-style-type: none"> • 4- or 8-port analog telephone line adapter built into base unit for optimal convenience • Power over Ethernet and QoS support • Server-grade platform with fan-less design 	<ul style="list-style-type: none"> • Cordless phone models • Multi-line phones with line appearance
Availability	D-Link VoiceCenter systems will be available for purchase through various distributors. Please visit www.voicecenter.dlink.com for more details.	Customers can purchase Quanta Syspine models through distributors. Please visit www.syspine.com for more details.	Aastra models will be available next year.
Individual SKU	VoiceCenter desktop phone (DPH-125MS)—\$139.99 MSRP VoiceCenter analog telephone line adapter (DVG-3104MS)—\$339.99 MSRP	Gray desktop phone—\$159 ea. MSRP White desktop phone—\$159 ea. MSRP	
Bundle SKU	5 desktop phones, 1 base unit, 1 telephone line adapter (DVX-2000MS-5)—\$2,499.99 MSRP 10 desktop phones, 1 base unit, 1 telephone line adapter (DVX-2000MS-10)—\$3,199.99 MSRP	4 phones, 1 base unit with built-in telephone line adapter—\$2,500 MSRP	

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Microsoft Response Point

<http://www.microsoft.com/responsepoint>

Microsoft Response Point Partner Information

<http://www.responsepoint.spaces.live.com>

