



# A SOLID BLUEPRINT FOR BROADSOFT SUCCESS

Your company made a decision to purchase the BroadSoft Platform, but that's just the start of the process. Earn a faster return on your investment by using a proven and reliable GTM strategy.

## WE COVER THE FOLLOWING:

- Basic Package Components
- Transport Offerings & Limitations
- Pricing your Offering
- Services to include in BroadSoft
- Pre-Sales Requirements
- Process Flow
- Site Surveys
- Order Processes
- Implementation Processes
- Disaster Recovery
- Cloud Consulting & Implementation
- Market Repositioning

## OVERVIEW

Whether you desire to offer the BroadSoft Platform "Wholesale" or want to sell direct with a "Hosted" retail offering, AveriStar can help you take the product to market -- assisting in all aspects from Sales to Deployment.

Our team conducts a series of interactive discussions to understand your company, product offerings, and how to tailor them to your market. We review every step of the sales/delivery chain starting with training on the first call to a potential customer, to training a Sales Engineer on how to demonstrate the true benefits of a hosted solution. We work with your staff to ensure that they can give an effective demonstration that highlights the many benefits of the product. Furthermore, our training videos provide customers and internal personnel a visual approach to using the product.

Flow charts and drawings are provided (for both provider and customer) to detail an efficient administrative process from installation to implementation. We also aid in pre-and-post sales site surveys, quick reference guides, presentations, schematics, regulatory issues, 9-1-1 considerations, and contracts.

Working with our team allows you the ability to increase brand awareness and customer retention, all while decreasing costs of ownership and maintenance. Quite simply, the AveriStar Go-To-Market Plan will not only make your company more profitable, but also more competitive.

**To learn more about our Go-To-Market Strategies or other services and solutions from AveriStar, speak with a Sales Representative at 704-992-7701 or visit [www.averistar.com](http://www.averistar.com).**