

# Selling Voice Successfully in the Retail Vertical

## Know the prospect

In the retail industry, relationships and reputation carry significant weight. Word-of-mouth and personal referrals often open more doors than traditional cold outreach. To establish trust and visibility, consider participating in industry events, franchise expos, and relevant peer groups where key decision-makers are active. Strategic advertising can also help boost brand recognition in targeted retail markets.

Once you've secured a few retail clients, focus on turning them into advocates. Cultivate strong relationships with champions inside those businesses as well as with VARs and industry partners. These connections can lead to high-value referrals, bring you into new retail organizations as contacts change roles, and add credibility to your brand in the eyes of prospective customers. Building a trusted network within the retail space is key to long-term success and sustainable growth.



## Understand their needs

### Pain points and challenges

- **Too many disparate** vendors which adds cost and makes troubleshooting difficult
- **Self-service models and poor customer service** is a source of frustration
- **Business continuity** is crucial
- **Cost control** is important

### Key requirements

- One-stop-solution
- Ability to use mobile phones for calls and texting without divulging personal cell numbers
- Standardized call handling across multiple locations
- Easy management of holiday schedules, recordings, etc.
- Call recording for training and coaching
- White-glove support
- Resilience and failover

## Navigate key decision-makers

Initial entry typically starts with IT directors, who often play a central role in the decision-making process. However, when possible, it's beneficial to engage directly with the business owner—especially in franchise environments. Doing so can streamline the process by reducing the number of stakeholders involved, which can significantly shorten the sales cycle. For larger organizations or franchises, decisions may be made at the corporate level and then executed locally, so it's important to identify the right point of contact early on.

Once you've secured a meeting, focus on understanding the prospect's business needs while also positioning yourself as a trusted advisor. Share relevant industry best practices to demonstrate your expertise and add immediate value. Whenever possible, schedule the meeting on-site. Face-to-face discussions and live demos can create a stronger impression and help you stand out from competitors.

Sales timeframes can vary, but they often move fast. In some cases, clients may sign a deal within 72 hours of receiving a quote. Be ready to act quickly by following up promptly and providing clear, professional proposals.

## Communicate relevant value

- Discuss the level of hands-on support and attention they'll receive from you—particularly in contrast to larger vendors.
- Showcase a consultative approach that's tailored to the specific needs of the retailer.
- Demo the ability to have the outgoing caller ID be the main number or a DID.
- Highlight rock-solid call quality and system failover and backup capabilities.
- Offer references for other retail companies you work with.



## Create compelling packaging and pricing

Seat-based packages work well in this industry. Some dealers simply offer a package with a set number of minutes, e.g., 500 or 1,000 per seat, which typically covers usage. Others will offer package tiers where a standard or basic seat gets minutes and voicemail, and a premium seat gets everything. Bundles that include phones, service, and support can help make the transition cost-neutral or better for new customers.

You might also consider creating a bundle that has failover/backups and monitoring built into it. This adds credibility to your commitment to system uptime and creates a standard process that's easy to deploy across all of your retail customers.

Some partners offer professional recordings and custom templates to create standardization as part of their hands-on support approach.

**With these tips, you will be able to have a relevant and differentiated conversation with prospects in the retail vertical.**