

You can save your best customers \$20,000 to \$50,000 or more in the operation of their voice and data communications. More importantly, you can significantly increase their productivity and enhance their company image at the same time. Give me three minutes by reading this letter to find out how.

Monday, October 06, 2008

How would you like to save your best customers \$50,000 per year (or maybe more) on their phone system with **a totally unique, high-margin product that nobody else in your territory is selling?**

This letter is how you can do it!

You customers are in a bind. And, we all know it. Small and mid-sized businesses recognize the compelling business benefits of a converged network for IP telephony but some have *hesitated to migrate because of initial investment costs and perceived technical complexities.*

Smart companies are taking advantage of this problem and filling the gap. Smart resellers are, in fact, educating their most important customers about new Managed Cisco IP Communication Solutions. As a result, they are becoming a much more valuable partner and securing long term relationships.

But, that puts pressure on you, the partner. **You don't have enough time and staff** to do all of the things that your customers are requiring from you. That is where I can help. We take a different approach than most VoIP service providers. We understand your conundrum and 1) create products that are disruptive (positively) in the market and 2) **come along side you and help you sell, implement, and manage** the Geckotech Hosted IP Communication Solution.

I've made sure that **our service dramatically impacts the end user's business.** I am not interested in selling "me, too" products or even products that are "slightly better". I know that what we offer has to achieve at least one of the things important to small and mid-sized businesses:

- A **reduction** in the TCO (Total Cost of Ownership)
- An **increase** in Productivity
- An **improvement** in the company's image (Customer satisfaction)

I'm confident that we've done that with our Managed IP Communication Solution.

Let's look at one aspect and illustrate how, **together, we can save your best customers \$50,000 or more** in the operation of their voice and data communications:

The cost of running a phone system over its estimated 4-7 year life **exponentially outweighs its initial price**. Here are some pretty startling numbers that are likely true over the life of your customer's voice and data communications:

- *Upfront **capital investment** will exceed \$40,000.*
- *The **cost to maintain** will exceed \$5,000 per year.*
- ***Labor** to install the system will exceed \$5,000.*
- *Cost to **hire a resource** to manage the system will exceed \$50,000.*

The Geckotech Managed IP Communication solution can cut 40% or more of the cost of a next generation IP enabled phone system, 25% or more of the cost to maintain the system, 50% or more of the cost to implement the system. Doing some quick math, you **can easily save your customer over \$50,000** versus the cost of a new phone system.

That's dramatic. That's different. That's provable.

That makes you different!

I'm not going to bore you with the technical details of how all of this is accomplished with the Geckotech Managed IP Communication Solution. Of course, **I can prove these claims** and I'll do it if you want. Just let me know and we can talk about it.

But, the technical part of **how we are able to accomplish these savings is only half the story**. The harder part of the story is getting your sales guys to sell it, sell it properly and sell it profitably. Here's where we shine. The Geckotech Channel Manager walk hand in hand with you and your sales team to talk with your best customers and prospects and show them how our solution can save them money, increase productivity, and improve their company image.

So, **why am I writing this letter to you?** Simple, I'm looking for a few progressive, forward looking firms who have customers that will see the value in what I've been talking about. My guess is that **if you've read this far you've got customers who might benefit** and you are the kind of company that needs the service we are introducing and are interested in the kind of sales and implementation help that we are offering.

I'd be happy to show you our technologies and talk about how **I can help you achieve your goals** and make a significant positive impact on your customer's voice and data communications.

Give me a call at 312.948.2998 or send me an email at tconti@geckotechllc.com. Or, you can simply fill out the contact us form below. I look forward to talking with you about your business.

Good Selling!

Tim Conti
Director, Channel Sales
Geckotech, LLC

PRIORITY FAX

FAX SHEET

SEND TO: Geckotech	FROM:
ATTENTION: TIM CONTI	COMPANY:
FAX NUMBER: 312.491.7398	PHONE:

<input type="checkbox"/> URGENT	<input checked="" type="checkbox"/> REPLY ASAP	<input type="checkbox"/> PLEASE COMMENT	<input type="checkbox"/> PLEASE REVIEW	<input type="checkbox"/> FOR YOUR INFORMATION
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COMMENTS:

Tim,

I would like to find out more about Geckotech's Partner Program.

Please contact me so we can begin.

Signed: _____

Date: _____