

From: Frank J. Smith, Regional Telecommunications Savings Director



## Trick Or Treat? What's the Real Story With Your Telecom Costs? Who Else Thinks Your Phone Bills Are Way Too Scary?

Give Us A Chance to Review Your Telecommunications Strategies and Costs and We Will Put a Smiley Face on Your Jack-o'-lantern...No Risk, Guaranteed

*(Know, once and for all, that the telecom ghosts and goblins aren't spooking you out anymore)*

Dear (insert first name):

We know it's a **scary, scary world** out there and **telecom costs may be spooking you out**. So, we've sent along a little Halloween treat to make you feel a little better. We've got some good news to share that will make it much easier for you to deal with the **phone company ghosts and goblins**.

Here are some things that may be **"SPOOKING YOU OUT"** with your telecom costs:

- What am I actually paying for?
- Who has a real handle on all of this?
- Where are all the costs buried?
- **Are we getting taken for a ride by the phone company?**
- Why do we need all these cell phones and other wireless devices?
- How many phone lines do we have?
- Are we using them all?
- Do we have the right technology for our customers and prospects?
- What about all these telecom contracts? Who knows what's in them?
- Etc.

**If it seems like I'm a "ghost from the past" you are probably correct.** You see, I've talked with your company in the last few years and we discussed telecom cost optimization. You indicated some initial interest and **we both agreed you were qualified for a cost study**. We actually met in person. For whatever reason, you decided not to go forward with us on a project. Maybe the timing wasn't right or you decided to review the costs yourself. Maybe you chose another vendor. Maybe you couldn't justify telecom cost reduction as a high enough priority at the time.



So much has changed in the brief time since we last talked... mergers in the telecom industry, release of even more powerful and sexy smart phones and continued convergence of voice, internet and data with a myriad of options for telecom technology. Overlay that with the **teetering economy** and most companies have been forced to take a very hard look at all their costs. **And, in this age of information, what can be more important than understanding and optimizing your return from data, voice and video transmission?**

**Since we've talked, hundreds of our clients have taken advantage of our services and are saving thousands monthly as a result.** I will admit that I should have been in touch sooner...because I know there's a good chance you may have forgotten about our discussion. It also occurred to me that we invested a little in our initial relationship and **both of us had agreed that you and your company had a need**... maybe not pressing enough at the time or you weren't convinced we could help. It doesn't matter now, because I just want to see if you are still open to at least taking a look at your telecom situation with us.

### **As We Work With Clients and Prospects They Tell Us It's Getting Even Spookier**

The contracts are more complicated, the options are harder to understand, the bills are tougher to review, there are more taxes and special charges and there are more demands from staff and customers to stay current with new technology. Plus, trying to communicate with these phone companies and telecom vendors is such a pain... their salespeople can't help because they have way too many accounts, aren't well trained and are constantly turning over. So, you're left with trying to work through a maze of bills and contracts on your own.

All the while, actually running your real, core business.

And, then there's this economy, the Great Recession, or whatever. You've been forced to cutback people, locations, travel, meetings and many "discretionary" expenses, **but telecom just seems like a massive/complicated blob.** You realize it's time to get it under control, too, before you have to cut even more in other areas as things could get even tougher. **Who knows where we're headed with the scary economy and our crazy political situation?**

### **What You Can Do to Get Control of Your Company's Telecom Costs**

When we last talked in all probability we introduced you to the Abilita Cost Optimization Review. **Here are the basics of what we do for you:**

- Perform a thorough analysis of all telecom services including phone lines, long distance, pagers, conference calling, cell phones, data and internet services.
- Audit all bills for errors and appropriate costs, comparing to your own contracts, industry averages and looking for duplications.
- Inventory and summarize all costs, including phone line traffic studies.
- Prepare list of recommendations.
- You decide on which recommendations to implement.
- We implement the recommendations and track the actual savings.
- You pay us our fair share only after you have started receiving the actual, documented savings.

### **What Are the Advantages of This Approach?**

1. **There are no upfront costs to you and therefore no risk.** We assume all risk.
2. Abilita consultants are **totally independent.** We sell no products or services and receive no commissions from telecom vendors.
3. The Abilita Cost Optimization Review is a very low maintenance process for you. All you do is provide the invoices and contracts. **We contact the vendors and do all the leg work.**
4. **Our incentives are totally aligned with yours. Our compensation is entirely dependent on finding savings for you.**



5. Because we have **over 40 offices throughout North America** we are able to service multi location companies and also draw on the **expertise of our network** of trained consultants for unique industry or technology issues.

## So, if I decide to go forward with Abilita's Cost Optimization Review, what am I really getting?

- In the vast majority of the situations, we are able to find cost savings. These savings are entirely yours, with a percentage paid to us after you actually receive the savings. **If there are no savings, you pay us nothing.** You still keep our report and any recommendations or observations.
- **You avoid the hassle of having to go after the phone companies and telecom vendors yourself.** Who wants to have your people calling the vendors, dealing with the automated call centers and enduring the litany of questions and analysis? **We know how to deal with these kinds of "ghosts and goblins".**
- **You now have a "go to" person** who truly understands what services, contracts and features you have and what options are available. You have someone to call.
- Your cost savings they will continue to **accumulate for years to come.** (Our share of cost recoveries are only paid on the first 2 years of savings.) **You keep the treats!!**
- You will have the **peace of mind** of knowing what you are actually getting for the money you're paying to telecom vendors. **No more spooky feelings.**
- You will have a much better understanding of your telecom environment, technology options and how your company is performing.
- Finally, **Abilita will be your Trusted Advisor for telecom,** since we are truly partners in this process.

### Credit Union Saves Over \$150,000

*"Inova Federal Credit Union serves over 33,000 members in three states at nine locations. When we engaged Abilita two years ago, we suspected we were overpaying for some of our services, but we didn't have the resources to devote to a detailed analysis.*

*Frank Smith and George Veach of Abilita teamed up to provide a complete analysis of our telecom costs and through their efforts, we have seen substantial savings, particularly in data communications and wireless services.*

*To date, our cumulative savings have surpassed \$150,000, including over \$50,000 in recoveries of billing errors from several carriers.*

*Our Abilita consultants have been professional and knowledgeable and we would highly recommend Abilita to any organization seeking to reduce their telecommunications expenses."*

**Robert Buchanan, AVP of Technology, Inova Federal Credit Union, Elkhart, Indiana**

## I know there are other companies with telecom cost reduction services. What makes Abilita different?

Yes, there are others out there doing telecom expense analysis. And, some may actually do it on a contingency basis, like Abilita. Here are a few things to consider:

- **Many of these companies have relationships with telecom vendors** and also sell products or services. This is actually quite common. We are **totally independent**, one of the very few companies who can say this.
- Other companies might be a division of a larger consulting firm, accounting firm or utility auditing company. Telecom is all we do, every day. This allows us to be totally focused on telecom industry issues, new technology and who the players are. Our consultants are truly telecom specialists.
- Abilita is spread throughout North America with over 40 offices. This is especially helpful if you have multiple locations, but, even if you don't, we have the benefit of networking, training, message boards, white papers, etc. provided by consultants with varied industry and technical expertise. You are truly engaging our whole firm when you engage your local Abilita consultant.



- Personally, I'm a member of the Abilita Corporate Board and I meet regularly with my colleagues throughout North America. I've been a speaker and active participant at our yearly Abilita conferences. We've also organized a Midwest regional group which meets monthly and collaborates on projects. **These relationships enhance what I bring to the table when I'm dealing with you and other clients.**
- Abilita's structure is unique. We formed our own separate company, owned by all the consultants. By approving all new consultants and monitoring performance we enhance the quality of our network. **This structure also ensures that we maintain a conservative fiscal approach and gives us control over how we deliver services.**

### Minimal Time Investment... Great Results

*"We recently contracted with Frank Smith of Abilita Telecommunications Consultants to review our telecommunications systems and services.*

*Frank performed an objective analysis of all our services and helped us to reduce our long distance costs by 27% and helped us to reconfigure our local services to replace a foreign exchange line with a toll-free number, which will result in additional savings. These changes were implemented with no disruption to our operations and minimal time investment on our part.*

*We are pleased with Frank's knowledge and professionalism and we would highly recommend Frank and Abilita to any organization seeking to reduce its telecommunications cost."*

**Scott R. Graybill, President, Community Hospital of Bremen, Indiana**

*Amazing!*

### Results? What can you expect?

We will be pleased to share with you some sample Abilita results and give you a **risk-free evaluation** of your potential for cost recovery when we meet or talk over the phone. Some key information to help you decide whether this makes any sense for you at all:

- **Telecom expenses as a % of revenue range from 2% to 10%** and average about \$2,000 per employee (Source: 3-DO Telecommunications of McLean, Virginia)
- The **Cost Reduction Potential (CRP)** from historical audits of telecom network expenses **ranges from 3% to 23%**. The significant variables are the extent to which management exercises regular control over such expenses through ongoing systems like Telecom Expense Management (TEM) and the length of time since the last extensive audit of telecom expenses. **The highest potential for CRP** is for firms with low levels of ongoing management and who have not performed an audit in the last 3 years. (Source: Gartner, July 2008 study).

### "OK, I Know I Should Do This, But This is What's Holding Me Back"

We know that not everyone can see a way to make this work for them right away. Here are some comments we hear from our clients and prospective clients.

1. We have too much on our plate and I can't deal with one more project. This is really common. Everyone is pushed to the max. Let me emphasize again that **we do all the legwork**. All you need to do is give us access to the invoices, contracts, etc. Yes, we will need to ask a few questions to verify how the system is being used, where things are, who you have contracts with, etc. **But, the time commitment is minimal and most will not require an executive level person.** We will keep you informed to the extent you want. The only time we will really need your input is when we identify opportunities for savings and you just need to give the go ahead for us to grab them for you.



2. I think we're in good shape with this because our IT guys and accounting staff told us they're on top of this. Not uncommon. Most people want to think that they're on top of their job and many are. But, telecom is one of those areas in a constant state of flux. Often the IT focus is on service and implementing technology (very understandable), but actually cleaning up old contracts, checking usage on phone lines, making sure the phone bills reflect actual service, keeping track of all the cell phones, ensuring you are not being overcharged or duplicate charged... who really puts this high on the priority list? **We take all the risk and spend all the time to check this out. If there are no savings or opportunities for enhancement, you will have the peace of mind and confidence that you've got this covered. If not, you will save your company some money. What's the downside?**
3. We can just do it ourselves. Why share the savings with you? Well, this is all we do, all the time. The chances that we will identify substantial savings are high. **The quicker we do it, the faster you realize the savings.** Try to do it yourself and when will you actually complete the project and how well will you do it? **You run your core business and we'll find the savings.** (*Have you actually done it since we talked?*)
4. I don't like consultants running around in my business. We understand. Most Abilita consultants have been executives or entrepreneurs and get a little nutty thinking of having some MBA types telling us what to do. But, it's not like that for us, because our area is so specialized and the results we're after don't come from ivory towers. All we need is some time to analyze the facts and understand how telecom relates to your overall business and we can make recommendations to save you money. **Our process is tried and true. Pretty painless.**

**Since we talked in the past, I'm moving you to the front of the line**

*Don't Wait*

Why am I doing this? As I mentioned, you and your company are already pre-qualified because of our previous discussions. I've already invested some time and effort in you and what we're finding is that businesses are even more confused, suspicious of the phone companies and willing to have us help them out. We suspect you may be more ready for The Abilita Cost Optimization Review than when we met before.

**Here's my problem.** **I can only schedule 5 of these new projects per month.** The extensive analysis we do, plus the fact that I have numerous other clients who I must track and attend to each month precludes taking on too many new clients. So, even though I'm moving you to the front of the line, we need to have your decision soon.

**I will be calling you in the next week** to see whether you'd like to schedule a meeting to get the project started and answer any questions you may have. (I'm sending this to over 100 companies so I may have my assistant help with calls.) The first 5 companies to respond affirmatively will be scheduled for next month, the next 5 the month after that, etc. **(If you want to make sure you are first in line, call me at 574-273-1218 or email me at [fsmith@abilita.com](mailto:fsmith@abilita.com) Contact me today and I can save your spot pending completion of our simple Service Agreement.)**

## **BONUS Bonus Treats for First Five Clients to Take Advantage of This Offer**

I want to get my schedule firmed up ASAP and also don't want to have my staff have to start making lots of calls to cold prospects. So, for the first five clients to schedule their Abilita Cost Optimization studies, **I've made arrangements for a special bonus of your choice. Pick one of the two treats:**

I choose:

- \$100 Best Buy Gift Certificate
- (or)
- \$100 Gift Certificate to the Restaurant of my choice.



If you are one of the first five, be prepared to let me know your choice when we have our meeting or phone call to schedule your project.

## I'm all about ROI these days. What about You?

With dollars being tight and the economy being so tough, I see more and more people focusing on Return On Investment (ROI). I know I'm even more so with the cars I buy, the marketing dollars I spend, new technology for my business, home remodeling, etc. I bet you are this way, too.

So, what's the ROI on an Abilita Cost Optimization Study? First, all you invest is a little of your time and the time of some of your staff. We invest everything else. We do all the legwork and allocate our time to the project.

Then we identify savings, based upon errors and possibly some changes in your service or contracts. You review this and tell us what to do. The savings come back to you and we determine that you're getting all you are entitled to. Only then do we prepare an invoice for our fair share of savings. You keep your share of the first 2 years of savings and everything after that. In effect, your ROI is "priceless" as they say in the credit card commercials, because almost everything is found money.

### Other "priceless" benefits:

- Knowing the phone companies aren't taking advantage of you anymore.
- Understanding what you're paying for.
- Better use of the technology you've purchased.
- Possible identification of telecom options you hadn't even considered.
- You have a new partner and trusted resource in Abilita.

**ROI??** This is really a no brainer.

***I hope all this information hasn't been too scary.*** I've provided a **Quick Response Form** if you want to get started right away. As mentioned, either my assistant or I will call you in the next week.

Sincerely,

Frank J. Smith  
Regional Telecommunications Savings Director

**P.S.** Keep in mind this is totally a **risk free** opportunity for you. **Guaranteed.** Just turn us loose and we'll bring home the savings. No hassle, no worries. You decide.

**P.P.S.** If you want to be **first in line**, complete the enclosed form, call me today at 574-273-1218 or email me at [fsmith@abilita.com](mailto:fsmith@abilita.com). And, if you are one of the first five you can pick either a Best Buy Certificate or Your Choice Restaurant certificate to use as you see fit.



**Saved Over 50% on Conference Calling(What a Treat!!)**

*"I recently engaged Frank Smith of Abilita Telecommunications Consultants to review our telecommunications systems and services. Frank not only helped us to save over 50% on conference calling, but was able to make a substantial recovery of Indiana State Utility Sales taxes on our telecommunications and other utility accounts."* **Curtis Coffey, Director of Finance, Brothers of the Holy Cross, South Bend, Indiana**



**QUICK RESPONSE FORM**

**Frank, Hold My Place In Line...  
I'm Interested**

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Yes, Frank, I know it's time we at least consider what we can do to get our telecommunications expenses under control. Please hold my place in line, so we can get our **risk free** Abilita Telecom Cost Optimization Study scheduled. We want to know what we're paying for and start to realize cost savings available to us.

**Please check one of the following boxes:**

- I'm ready to begin. Please call to schedule the study ASAP.**
- I know we need to do this, but I have a few questions. Please call me so we can make sure I understand everything you can do for me and then we'll get the study scheduled.**
- I'm really interested, but I'd prefer if we can meet in person. Call me and we'll arrange a time in the next few weeks.**
- I appreciate you contacting us, but we really have no need for your services at this time.**

(I understand that when we decide to have you do the Abilita Cost Optimization Study we will pay nothing for your services unless you are able to find real savings for us and we actually get the savings back. You will be entitled to your fair share of the savings only when we have actually collected our savings. After your study, you will identify various opportunities to save or vendor overcharges. All changes to our services and contracts will be reviewed with us and we will make final decisions on how to proceed. )

**(Bonus: I also understand that if I we are one of the first five to get our Cost Optimization Study scheduled that we will be entitled to a Best Buy Gift Certificate for \$100 or a Restaurant Gift Certificate of our choice for \$100. )**

**What to do with this form:**

- **FAX To 877-570-5419**
- **Or, if it's easier, you can email me at [fsmith@abilita.com](mailto:fsmith@abilita.com) and just put in the subject line: "I'm interested". Include your contact information in the email and I will respond within one business day.**
- **Or, if you'd like, just call me at 574-273-1218. If I don't answer, just leave a message and I will be back with you within one business day.**

Name \_\_\_\_\_ Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email Address \_\_\_\_\_

