Webex GO   Mobile

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Sales Success Matrix

How to Use the Selling Matrix Effectively

Teams Mobile and Webex Go Selling Matrix is designed to help sales teams and channel partners structure their conversations with potential customers

What
The Value Proposition outlines the specific benefit Teams Mobile and Webex Go provides, and the reason why the customer is buying

Where
The Business Area where the value proposition will have the greatest impact

Why
The Business Justification and why the customer should care

Who
The Right Decision-Makers - who in the customer organization needs to hear this message

When
Timing the Sales Approach - this identifies when the value proposition becomes most relevant

Pro Tip

By understanding the What, Where, Why, Who, and When you can tailor your pitch to directly address customer needs

Understand the Pain Points and Drivers

Start by identifying the key pain points the customer is facing and the outcomes they want to deliver:

- Excessive Costs
- Lack of Control over communications
- Poor Employee Experiences
- Poor Customer Experiences
- The need to Comply to Regulations
- Disaster Recovery and Business Continuity
- Brand Control and Recognition
- Achieving Sustainability Goals and Green Credentials

Use the knowledge gained to determine
who should be involved in discussions.

Pro Tip

Engage multiple decision-makers early to accelerate buy-in and prevent deal-blocking from different departments.

Cost can also be qualified by the cost of not doing something. So not deploying effective communications will result in poor EX, poor CX, loss of brand controls, fines for lack of compliance.

Tailor your Pitch to your audience

Once you know who who should be involved in discussions, you can refine the conversation

Example

- If the customer wants to reduce telecom costs, focus on IT, Finance, and Procurement.
- If the concern is ensuring regulatory compliance, direct the conversation toward Compliance, Legal, and Risk Management teams.
- If the company is focused on sustainability, engage the Sustainability and IT Green Initiatives team.

Pro Tip

Align your pitch with the department's goals.

Example

For example, IT leaders may be focused on business continuity & security, whereas Finance teams are interested in cost savings & ROI.

Selling Matrix

What Value Proposition		Where Customer Area	Why Business Justification	Who Key Stakeholders	When Buying Trigger
Cost	Cut and Control costs	IT, Compliance, Risk Management	Eliminates desk phone & mobile device costs. Reduces UCaaS & telecom expenses. Lowers roaming and international call costs.	CIO/CTO CFO Procurement	Reviewing spend. Budget planning Cost initiatives
Control	Control Communications	IT, Finance, Procurement	All business communications are via the UC platform Ensure enforcement of corporate communication policies All users get the same experience and comms solution	CIO/CTO CFO IT / Security	Evaluating security Evaluating personal mobile use
EX	Improve your Employee Experience	HR, IT, Operations - Strategy	Enables mobile-first, flexible work. Simplifies remote & frontline worker communication. Reduces need for carrying multiple devices.	HR Director Digital Workplace Business Leaders	During employee engagement Employee retention programs. Upgrading collaboration tools
CX	Improve your Customer Experience	Customer Service, Sales, Field Teams	Improves business responsiveness on mobile. Ensures corporate identity on calls. Enables better customer interaction tracking	CRO Head of Sales Customer Service	Digitizing customer experience. Evaluating customer call quality issues
Comply	Compliance and Regulatory	Legal, Compliance and Risk Management	Ensures call recording & archiving Prevents non-compliant personal device usage. Secures data privacy & governance	Legal & Compliance Officer Risk & Audit	Assessing compliance gaps. New regulatory requirements.
Continuity	IT, Operations, Risk Management	IT, Strategy, Sustainability	Remain connected in network/system failures. Reduces risk of business disruption Enables seamless remote working in emergencies	CIO/CTO Risk & Business Continuity Teams	Assessing business continuity plans. Implementing disaster recovery strategies.
Brand	Remote Workers	IT, Finance, Travel & Operations - Strategy	Ensures all outbound calls display corporate numbers, Business identity for professional branding. Untracked employee communications	CMO (Marketing) Sales & Customer Service Leaders	When ensuring brand consistency When standardizing corporate identity
Sustainability	Sustainability & Green IT	IT, Marketing, HR, Workplace Strategy	Reduces electronic waste by eliminating desk phones. Lowers energy consumption & carbon footprint. ESG (Environmental, Social, and Governance) goals.	Corporate Social Responsibility (CSR)	Launching/reviewing sustainability initiatives. During Green IT & ESG reporting cycles

Sample Exploratory Questions

Costs

- Are you currently paying for desk phones that employees rarely or never use?
- Are you looking for ways to simplify your mobile communication expenses into a single, predictable cost structure?
- Would eliminating desk phone purchases and maintenance improve your IT budget efficiency?

Control

- Do you have visibility over how employees use their mobile devices for business communication??
- Are you concerned about employees using personal mobile numbers for business calls, making it difficult to track communications?
- Do you worry that important important company contacts only have your employees' personal mobile phone number as their primary contact?

EX

- How are you ensuring that employees have the same seamless communication experience regardless of where they work?
- Do your hybrid, frontline, or remote workers struggle with staying connected efficiently?
- Would improving mobile communication tools increase employee productivity and satisfaction

CX

- Are your customers receiving calls from unrecognized personal mobile numbers instead of your official business number?
- Do missed calls or delays in mobile responsiveness impact your customer service quality?
- Would improving call consistency and business branding help enhance your customer experience?

Comply

- Are you required to record and archive business calls for compliance, but struggling with tracking mobile communications?
- Are you confident that all mobile business calls are auditable and meet regulatory requirements
- Would having a secure, compliant way to manage mobile business calls reduce risk for your organization?

Continuity

- Do you have a contingency plan if your UCaaS platform goes down?
- How do you ensure your employees can continue making and receiving calls during an office outage?
- How do you keep mobile workers connected when internet connectivity is poor or unreliable?

Brand

- Would it be beneficial if all outbound mobile calls displayed your corporate number instead of personal phone numbers?
- How do you ensure that every customer interaction, even from a mobile device, reflects your brand's professional identity?
- Are you concerned about employees leaving and taking customer relationships with them via personal mobile numbers?

Sustainability

- Would eliminating unnecessary desk phones and embracing mobile UC help you achieve your sustainability targets?
- Are you looking to reduce the environmental impact of issuing corporate mobile devices and desk phones?
- Would reducing your reliance on physical phone hardware align with your company's sustainability policies?

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Let's Connect