



Virtual Office

Direct Sales Manual



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Overview of VoIP and Packet8 Services

Summary

This section will focus primarily on the Voice over Internet Protocol (VoIP) market, VoIP technology and Virtual Office.

Objectives

At the end of this section you should be able to:

- Understand VoIP Market Trends
- Understand Packet8 Virtual Office VoIP technology and how it compares to traditional business telecommunication products
- Position, Sell and Order Packet8 Virtual Office

VoIP Market Trends

- "Internet telephony, also known as Voice over Internet Protocol, sales is forecast to explode to \$349 billion in 2006." - *Frost & Sullivan*
- "Three years ago, about 35 million minutes of phone calls worldwide were routed through the Internet. By 2007, 3 trillion minutes of calls will be placed." - *Frost & Sullivan*
- "There will be 7 Million VoIP phones in circulation in the US by 2007." - *In-Stat/MDR*
- Today, more than 20 million US homes receive broadband Internet access through Cable or DSL
- "There were 100,000 residential VoIP subscribers in the United States as of 2003." - *Frost & Sullivan*
- Parks Associates forecasts there will be 4.5 million residential VoIP subscribers in the US by 2007
- Received Editor's Choice Award from Network Computing, Jan 13, 2006



- Research firm ABI says that the market for VoIP services will reach 14.7 million users by 2008
- “Broadband subscription in the United States is expected to grow to 47.5M lines by the end of 2005 or 44.5% penetration” – *ADVENTIS*
- There are 25 million companies in the US under 100 employees compared to only 100,000 total above 100 people. *Yahoo 2005*
- AMI Partners ranked Packet8 Virtual Office as #1 hosted VoIP service for SMB business

Understanding VoIP Technology and How it Works

Today, in the telecommunications arena, new technology called Voice over Internet Protocol (VoIP) is revolutionizing the industry by providing a cost-effective and feature-rich telephony alternative to SMBs.

VoIP technology compresses voice (audio) data into packets that can be efficiently transmitted over data networks and the public Internet, and converted back into voice at the receiving end. This is the basic architectural change that drives integration with web-based applications and the development of new features that would be impossible using traditional telephone networks. More importantly significant cost savings can be realized by consumers as voice now becomes just another form of data.

The new delivery mechanism helps create cost savings that are being passed on to consumers in the form of lower telephony rates and total cost of ownership (TCO). Organizations can also reap additional benefits and savings when staff uses their phone extension in a home office, eliminating brick and mortar cost for satellite offices.

Understanding Packet8 Internet Phone Service

What is 8x8?

8x8 Incorporated, one of the leaders in Internet phone service, is a Silicon Valley company that offers Packet8 Voice over Internet protocol (VoIP) residential, video and business service along with its Virtual Office VoIP hosted PBX solution for small and mid-sized enterprises. 8x8 is a publicly traded company on NASDAQ under the ticker symbol EGHT.



What is Packet8?

Packet8 is a complete voice and video communication service that is delivered over high-speed (broadband) connections. Packet8 service costs significantly less than traditional phone service while including many features that are not available from traditional telephone service providers or for which they charge a premium.

Packet8 subscribers don't need to dial extra numbers, follow special instructions nor power up their computers. They only need to pick up their Packet8 Virtual Office phone, hear a dial tone, dial any phone number and are connected over the Internet. Incoming calls ring the phone the same as any traditional phone. With outstanding customer support and commitment to quality, Packet8 provides its valued subscribers with one of the most reliable and easy to use Internet phone services available. More detailed information about Packet8 can be found online at www.packet8.net.

Business Service – Virtual Office

Packet8 Virtual Office is a VoIP hosted PBX service tailored to small and medium sized businesses. Virtual Office allows business customers anywhere in the world to employ a VoIP hosted PBX service that permits an unlimited number of "extensions" for staff located in the same building or spread far and wide across the world.

Virtual Office gives your small organization geographic independence and flexibility, providing you with feature-rich telephones that bring together dispersed staff to sound like one office location or to appear as satellite offices located all over the world. Virtual Office virtually eliminates the traditional start up costs of expensive phone systems while providing a feature rich hosted telephony platform and reducing long distance telephone costs for intra-organization calling.

Virtual Office regularly cuts traditional business phone system start up costs by 90% and monthly phone bills in half.

Virtual Office provides small enterprises with numerous corporation-class PBX features including a powerful and customizable auto-attendant, business-class voicemail for every extension, extension-to-extension dialing regardless of geographical deployment, and a feature-rich conference bridge to name a few.

Key Features



- Unlimited Calling to the US and Canada a benefit afforded to all Virtual Office customers on the Unlimited Extension plans regardless of the location anywhere in the world.
- Auto-attendant allows for dial by name, dial by extension and company directory. It also enables functional groups to be presented to callers such as sales or support, connecting to a variety of options on the extension side.
- Business-class voicemail features email notification, several personal greeting options and one number access / find me follow me.
- Conference Bridge is a powerful communication platform that extension users can create, enabling 20 people to communicate at once and is accessible from any telephone.
- Extension dialing means a call to another co-worker across the globe could be a 3 digit dial at no charge, regardless of where the extensions are located worldwide.
- Ring groups enable groups of extensions to be called when needed for special teams such as sales, support and billing for example.
- And many more like caller ID, call waiting, 3-way calling, forwarding, etc.

Virtual Office service costs just \$99.99 per phone plus \$18.95 per phone for shipping. A minimum of three unlimited extensions is required to start*. An initial start up cost for the service includes a \$39.99 activation fee per extension, a \$49.99 monthly service fee per extension per month, + \$1.99 E911, and \$1.50 regulatory fee and USF is required per month.

The monthly service includes full administration through the life of the service subscription. Self service web access and user controls are all included in the price. More specifically:

*Other extension calling plans offered in addition to the unlimited extension. A virtual attendant is required if less than the 3 unlimited extensions is ordered. See Price Matrix on page 16.

Administrative Controls:

Virtual Office includes an administration web portal for all PBX, auto-attendant, ring groups and complete extension control. Extension Manager allows users the ability to control all extension settings including busy, ring-no-answer, and Internet outage handling ring duration and forwarding destinations. Other settings in Extension Manager include forwarding rules, one number access, caller ID blocking, call waiting disable and other unique settings.

Competitive Landscape:

Small businesses are faced with a difficult task when it comes to selecting or upgrading their business telecommunication package. Very often, companies will start doing research based on



their size or need and where they will be in a year. Typically the economics of investing in a telephone system (PBX, KTS or Key system or hybrid PBX) that is feature rich and can scale to their potential growth precludes them from purchasing these powerful tools in the initial stages of a company. Total Cost of Ownership (TCO) for a PBX, KTS or hybrid phone system is an additional huge burden for a small company with payback periods sometimes never occurring, preventing smaller companies from considering a traditional business phone system and forcing them to rely on basic, multi-line phones and service. Even after this investment, customers could hear a busy signal if traffic exceeds the number of available lines without increasing capacity from local carriers. This drives the monthly toll calls associated with owning a phone system.

The same issues apply to companies as they add new offices or look at replacing existing outdated telephone systems. Companies doing research for adding applications such as voicemail, auto attendants or IP enablement to an existing phone system are also faced with the large sticker shock of adding to an already outdated telephone system. If a company needs to add an office, a unified communication plan is essential and many PBX vendors do not offer a solution for this. All in all, traditional telecom products add initial costs exceeding the benefits, administration and maintenance costs and complexity. Customers should always consider, "why put more money into an outdated piece of equipment if I can subscribe to a service for a fraction of the cost while having more features?".

A customer can usually get a turnkey Virtual Office service package for less than the price of a PBX upgrade for voicemail, IP enablement or simple IVR. All features are included in Virtual Office.

As a result, new companies will typically start or augment their telecommunication package by signing up for standard business phone lines from their local phone company and purchase multi-line phones because of the low initial cost.

With Virtual Office, small businesses now have a cost effective feature rich alternative to the traditional business phone system that enables geographic independence to work from homes, power business feature set and local and long distance without the huge investment up front or the ongoing maintenance costs of both the cheaper low feature multi-line phones, or the feature rich expensive PBX. If a company has multiple offices with outdated equipment, Virtual Office is a viable cost effective alternative to upgrading a phone system at one site and gradually replacing all locations with modern features.

Virtual Office Features & Benefits

Virtual Office is a feature-rich broadband Internet-based PBX service for small and mid-sized



organizations with big ambitions. Virtual Office is hosted over the Internet so the only equipment and cost at the customer site are the phones and the monthly service. The following are some of the features that make Virtual Office a compelling service and a wise telecommunication investment:

Unlimited Calling – using the Internet backbone for routing telephone calls substantially reduces phone bills

- 3-digit extension-to-extension calling anywhere in the world
- 7-digit dialing to local numbers
- calling to any telephone number in the United States and Canada
- calling from any telephone worldwide
- calling to and from any other Packet8 subscriber worldwide

Auto-Attendant – a powerful automated system that replaces the need for a receptionist

- dial by extension
- dial by name
- company directory
- workgroup
- can be customized for the specific needs of the customer for more options and voice prompts

Full Featured Conference Bridge – an audio conferencing system that provides a way to hold meetings involving participants at multiple sites, saving travel time and expense for all involved

- conference with Virtual Office extensions and outside lines
- up to 20 participants can be in the conference
- administrator modes that allow calling out and dropping parties from the conference
- password protected
- automatic email confirmation of conference bridge reservation

Business-class Voicemail - a powerful tool when you cannot answer the phone

- up to 8 pre-recorded greeting options (full name, internal, external, after-hours, lunch, meeting, weekend, vacation)
- password protected
- message forwarding capability



- voicemail automatically generates email notification
- one number access
- dial out of voicemail
- voicemail call return

Music/Messaging On Hold – replaces dead air with melodic music or important information

- customers provide the .au file for us to use or they can use our default on hold music
- conference invitees are treated to music while waiting for others to join

Call Park / Call Pick-Up – gives a receptionist the flexibility to park a call while paging the recipient

- call parked in extension will ring until the line is picked up
- a parked call can be picked up by any extension within the organization

Do Not Disturb (DND) – when you need quiet time to finish a project

- put your telephone in a state that will not ring and calls automatically will be forwarded to voicemail (or to a busy signal if voicemail is turned off)

Local Time Zone Management – eliminates the need for a clock on your desk

- phone displays the local time zone of the physical location
- local time of message received

Call Transfer – route calls with ease

- extension to extension is free
- extension to PSTN at regular Packet8 billing rate
- 1-step transfer: "blind transfer"
- 2-step transfer: "transfer with announcement"

Automatic Call Forwarding with Selective Rules – eliminates the need for human intervention

- busy (on configuration)
- no answer (on configuration)
- unconditional (controllable by the user on the phone or by calling the voicemail system)



3-way Conference – quickly get a second opinion

- add an inside caller
- add an outside caller
- drop the last caller

Caller-ID and Call Waiting Caller-ID – helps determine if this is a call that can wait or not

- number and name (if programmed in) of incoming call appears on display

Stutter Tone Notifications – advises if your phone is accepting calls or if you have any messages

- on call forward, do not disturb or new voicemail

Distinctive Ringing – advises you on whether an insider or an outsider is calling you

- internal calls will be distinguished by a single ring
- external calls will be distinguished by two rings

Ring Groups – any member in a group can pick up

- incoming calls can be routed to a group of phones simultaneously
- great for a team of customer service reps or sales people

Online, Real-time Monthly Billing Statement – go paperless and have updates on usage

- with call logs of all extensions

Pricing

Virtual Office provides a variety of extension options, inbound calling options, and call handling applications. The base Virtual Office package requires three unlimited extensions. Virtual Attendant allows as few as one Virtual Extension to be used.



Extension Options

Virtual Office Unlimited Extension

Virtual Office Unlimited Extension is our flagship extension service for Virtual Office and Virtual Attendant providing unlimited calling to the US and Canada plus any international tolls . An unlimited extension includes unlimited calls to the US and Canada, unlimited worldwide network calls with any Packet8 subscriber business class voicemail, a unique direct inbound dial (DID) telephone number, auto-attendant routing and switchboard viewing. Extensions can be added to the service one at a time after the initial 3 minimum unlimited extensions are created.

Unlimited Extensions cost:

- \$49.99 Including Unlimited calls to the US, Canada, Puerto Rico, Guam, US Virgin Islands, France, Ireland, Italy, Spain and the United Kingdom (excludes premium and mobile numbers)
- \$99.99 equipment + local taxes where applicable
- \$39.99 activation
- \$1.50 Regulatory Recovery Fee
- \$1.99 E911 Service Fee for US Residents
- USF

Virtual Office Metered Extension

Virtual Office Metered Extension is just like our current unlimited extension for Virtual Office differing only in price and the minutes included. The new metered extension includes 250 minutes of calling to the US and Canada, + 3.9 cents a minute thereafter, any international tolls. A metered extension includes voicemail, a DID, auto-attendant routing and switchboard viewing. Extensions can be added to the service one at a time after the initial 3 minimum unlimited extensions are created.

Metered Extensions cost:

- \$24.99 including 250 outbound minutes to the US and Canada and 2.9 cents after, plus international tolls,
- \$99.99 equipment + sales tax California
- \$39.99 activation
- \$1.50 Regulatory Recovery Fee
- \$1.99 E911 Service Fee for US Residents
- USF



Virtual Office Global Extension

Virtual Office Global Extension is just like our current unlimited extension for Virtual Office differing only in price and the countries included. The global extension includes unlimited minutes of calling to the US and Canada as well as the countries outlined below[^], plus any international tolls. A global extension includes voicemail, a DID, auto-attendant routing and switchboard viewing. Extensions can be added to the service one at a time after the initial 3 minimum unlimited extensions are created.

Global Extensions cost:

- \$79.99 per month - \$99.99 equipment + sales tax California
- \$39.99 activation
- \$1.50 Regulatory Recovery Fee per month
- \$1.99 E911 Service Fee for US Residents
- USF

[^]Review packet8 website for countries included in the global extension

Virtual Extension

Virtual Extension is an extension that can be reached from the auto-attendant, by an extension call or by a DID. The extension is not associated with a physical Virtual Office telephone but can be forwarded out to remote numbers for 2.9 cents per minute to the US and Canada per minute, + any applicable international rates. The Virtual Extension is great for information only mail boxes for such information as addresses, driving directions, promotional offers and product tips. The Virtual Extension includes a mailbox, auto-attendant routing, limited switchboard viewing and a DID for direct and outbound forwarding with no phone or adapter. Extensions can be added to the service one at a time after the initial 3 minimum unlimited extensions are created.

Virtual Extensions cost:

- \$9.99 plus 2.9 cents to the US and Canada, plus international rates
- Activation is \$19.99
- \$1.50 Regulatory Recovery Fee
- No equipment fees
- No shipping fees
- USF



Inbound number options

Virtual Phone Numbers

Virtual Phone Numbers are secondary numbers that rings through to a primary Packet8 number

- can be from most area codes in the U.S. and Canada, thereby providing enormous savings to people phoning you from that selected area code
- virtually eliminates long-distance phoning charges for anyone calling within that number's area code
- can be pointed at different extensions at different times providing phone coverage flexibility
- can be pointed to the auto-attendant so that incoming callers can reach different extensions without manual intervention or callers can be routed to voicemail 24/7
- can be pointed at a conference bridge so that a conference invitee has a clean and quick avenue into a conference call
- can be pointed at a voicemail box with only outgoing messages like business hours, directions or special promotional information

Virtual Numbers cost:

- \$4.99 per month for unlimited inbound calls
- Activation is \$9.99
- \$1.50 Regulatory Recovery Fee
- No equipment fees
- No shipping fees
- USF

Toll-free numbers

Toll-free numbers provide your callers from the U.S. the ability to phone you for no charge regardless of your location worldwide. Packet8's toll-free service costs a fraction of what traditional telephone service providers charge. Our toll-free number plan offers you a flat monthly fee that includes 100 minutes of inbound toll-free calls

- can be pointed at different extensions at different times providing phone coverage flexibility
- can be pointed to the auto-attendant so that incoming callers can reach different extensions without manual intervention or callers can be routed to voicemail 24/7



- can be pointed at a conference bridge so that a conference invitee has a clean and quick avenue into a conference call
- can be pointed at a voicemail box with only outgoing messages like business hours, directions or special promotional information

Toll Free Numbers cost:

- \$4.99 per month for 100 minutes of calls from the US and an industry low 4.5 cents per minute for inbound calls thereafter
- Activation is \$9.99
- \$1.50 Regulatory Recovery Fee
- No equipment fees
- No shipping fees
- USF

Virtual Attendant

Virtual Attendant allows an existing Virtual Office customer to add subsequent auto-attendants with separate menus while using common Virtual Office unlimited and/or metered extensions and/or ring groups from another system. Virtual Office can be sold as a stand alone product with as few as one Virtual Extension. Virtual Attendant works with all the Virtual Office options including Virtual Numbers and toll-free numbers for inbound calling options; Virtual Extensions to connect wired, cell, home phones and other Virtual Office physical extensions and/or ring groups for sharing extensions with multiple company attendants.

You can expand Virtual Attendant to a full-scale inbound and outbound calling solution by adding the Virtual Office unlimited extension and metered extensions options. The Virtual Attendant base package includes a main number (a Virtual Number) and the auto-attendant. To connect to existing Virtual Office extensions, add the necessary Virtual Extensions to a Virtual Attendant and forward them to your existing Virtual Office lines and/or ring groups.

Virtual Attendant costs:

- \$14.99 per month
- \$1.50 Regulatory Recovery Fee per month
- \$9.99 Activation Fee
- No equipment fees
- No shipping fees
- USF



Live Answer Options:

Switchboard Software Application

Switchboard is a powerful PC-based receptionist control console for our customers who have a receptionist/operator in a live answer environment. Switchboard is a console software application that works on a PC in conjunction with the Internet and your Virtual Office telephones. It improves the efficiency of call management immensely by providing a receptionist with a graphical overview and a simple way to manage your organization's telecommunication activity.

- **Easy-to-use**
 - no advanced computer application or experience necessary
- **Multiple call viewing and handling**
 - a full-screen display gives a comprehensive and accurate picture of organization's telecommunication activity
 - point and click management of callers
- **Direct transfer to extension's voicemail**
 - saves everyone time by pushing a caller straight to the recipient's voicemail box
- **Supervised call transfers**
 - receptionist can announce a caller to recipient before they pick-up the phone allowing for a decision to take the call or not
- **View of extensions status: In-Use (a green dot), Do Not Disturb, or Out of Service**
 - see who is available and who is not in a group or a team or an entire organization and direct the call accordingly

System Requirements

To operate your Switchboard, you must have the following requirements on your computer:

- Windows 98, NT, 2000 or XP operating system
- 128 MB of RAM
- 200 MB of free disk space
- 10/100 Base-T Ethernet connection

Switchboard costs:

- \$19.99 per month per concurrent session
- \$9.99 activation



- No equipment fees
- No shipping fees
- USF

Pricing Matrix

Plan	Monthly	Start Up	Comments
Virtual Office Unlimited Extension	\$39.99 + \$1.99 E911 + \$1.50 RRF + USF	Equipment cost is \$99.99. First Months service and fees Activation fee is \$39.99	Includes calls to the US and Canada, voicemail, a DID, auto-attendant routing.
Virtual Office Global Extension	\$79.99 + \$1.99 E911 + \$1.50 RRF + USF	Equipment cost is \$99.99. First Months service and fees Activation fee is \$39.99	Includes calls to the US and Canada and select International countries. Review Packet8 website for included countries. Also includes voicemail, a DID, auto-attendant routing.
Virtual Office Metered Extension	\$19.99 + \$1.99 E911 + \$1.50 RRF + USF	Equipment cost is \$99.99. First Months service and fees Activation fee is \$39.99	This package includes 250 minutes of calling to the US and Canada + 2.9 cents per minute thereafter. Includes voicemail, a DID, auto- attendant routing.
Virtual Extension	\$9.99 + \$1.50 RRF, plus 2.9 cents on calls forwarded to the US and Canada + USF	No equipment costs First Months service and fees Activation fee is \$19.99	Great for road warriors and information mailboxes for such messages as driving directions and address info. Includes voicemail, a DID, auto-attendant routing.
Virtual Numbers	\$4.99 + \$1.50 RRF + USF	No equipment costs First Months service and fees \$9.99 Activation Fee	Unlimited inbound calls can be assigned to any extension for direct access including: <ul style="list-style-type: none"> • ring groups • auto attendant • conference bridge • Extension



Toll Free Number – 100 Min Plan	\$4.99 + \$1.50 RRF + USF	No equipment costs \$9.99 Activation Fee First Months service and fees	Includes 100 minutes of calls from the US and 4.5 cents per minute
Toll Free Number 1500 Min Plan	\$39.99 + \$1.50 RRF + USF	No equipment costs \$9.99 Activation Free First Months Service and fees	Includes 1500 minutes of calls from the US and 2.9 cents per minutes
Toll Free Number 10000 Min Plan	\$169.99 + \$1.50 RRF + USF	No equipment costs \$9.99 Activation Free First Months Service and fees	Includes 10000 minutes of calls from the US and 2.9 cents per minutes
Toll Free Number 20000 Min Plan	\$339.99 + \$1.50 RRF + USF	No equipment costs \$9.99 Activation Free First Months Service and fees	Includes 20000 minutes of calls from the US and 2.9 cents per minutes
Switchboard	\$19.99 + USF	\$19.99 Activation Fee First Months service and fees \$9.99 Activation Fee	Great tool for live answer environment

Equipment

All physical Virtual Office extension ([Unlimited, Global and Metered](#)) plans include 1 terminal adapter and 1 business class phone outlined below:

Virtual Office Phone

Business-quality analog, standard RJ11 telephone

1. Headset compatible with separate control
2. Speakerphone
 1. near full duplex
 2. indicator light on when in use
3. 7 Speed dial buttons
4. Pre-programmed "Softkeys" (on-screen) to drive Virtual Office features while phone is not in use:



1. Voicemail
 2. Do Not Disturb (DND)
 3. Cancel DND
 4. Set Call Forward
 5. Cancel Call Forward
 6. Call Park/Pick up
1. Pre-programmed "Softkeys" to drive Virtual Office features while phone is in use:
 1. Transfer (for unsupervised transfer of call)
 2. Hold/New Call
 3. Line (for supervised transfer of call)
 4. Flash (for transfer to voicemail box)
 5. Conference In
 6. Drop last party from Conference
 2. Large 8-line back lit screen with ergonomic design
 3. On-screen date and time
 4. On-screen length of call timer
 5. Ringer and receiver volume controls
 6. Hearing aid compatible
 7. Mute button
 8. Redial button
 9. Hold button
 10. Goodbye button
 11. Options button
 1. Language
 - English
 - French
 - Spanish
 2. Set Time/Date
 - Set ring tone (4 different tones to chose from)



- Clear Message Waiting

12. Multi-functional FSK (Frequency Shift Key) indicator light for:

1. Incoming Call (quick flashing)
2. Extension-in-Use (continuously on)
3. Message Waiting (slow flash with on-screen "Message Waiting")
4. Hold (slow flash with on-screen "Call")

13. Caller ID Display

1. 99 name and number memory with save, redial and send to directory

14. 99 name directory

Broadband Service Adapter (BPA410)

Also included with every extension is 8x8's Broadband Phone Service Adapter which ties together the Virtual Office telephone to a high-speed Internet connection to function with Packet8 service.

The Broadband Phone Service Adapter can be installed at the subscriber's premise in minutes. Equipped with two switched Ethernet ports and two RJ-11 phone service ports, the BPA410 adapter connects with your router or gateway and your Virtual Office telephones.

Frequently Asked Questions

How much bandwidth does Packet8 use?

Packet8 Broadband Phone service uses 30 kilobits per second both up and downstream.

Customers can enjoy the benefits of talking on the phone and surfing the Internet at the same time, however, the phone adapter (BPA 410) included with the Packet8 service will require a physical connection to the network. Sharing the broadband connection with multiple computers or other devices in the customer's home or office can be done easily by using a home router or gateway. These devices are like hubs in that they allow for multiple physical connections, but provide an all-in-one solution for turning a single broadband connection into a home network.

Money Back Trial Period

If Virtual Office customers are not satisfied with the service for any reason in the first **30 days** after creating their account, they can cancel for a full refund of fees paid minus the monthly service. It is the agent's responsibility to mention the 30 Day Trial Period, the \$59 Disconnection



Fee (Virtual Office) and that international rate are subject to change. We have prepared a script to assist you with every customer interaction.

Shipping and handling

Shipping and handling charges paid are not refundable.

Customers will be responsible for any international (calls to non-Packet8 telephone numbers outside the United States and Canada) per-minute charges and the monthly charges incurred during the 30-day period and monthly. The requirements are that the customer gets a return authorization and sends the equipment back to Packet8 and pays for the shipping charges. Once we receive the equipment, we will issue the credit to the customer's credit card.

Additional Fees

Packet8 charges a **Regulatory Recovery Fee** of \$1.50 and USF will be charged monthly to offset costs incurred by 8x8 in complying with inquiries and obligations imposed by federal, state and municipal regulatory bodies/governments and the related legal and billing expenses. This fee is not a tax or charge required or assessed by any government. The Regulatory Recovery Fee will apply to every phone number assigned, including primary voice lines, second lines, toll free and virtual numbers. This fee will be charged monthly regardless of the subscriber's service fee amount and will not be prorated for any portion of a month.

Billing Statements

Customers do not receive a paper bill in the mail. Packet8 keeps the last 6 months of bills (including the current month's bill updated in real time) on the website. Our online bill has the same level of detail (call logs, information on how each call was billed, etc.) as a cell phone bill. The customer's credit card will be billed on the first of each month.

Customers can view their billing statement by logging on to their account at <http://www.packet8.net>. Customers can click on the "Billing and Orders" link at the top of the screen.

Forms of Payment Packet8 accepts only Visa, American Express or MasterCard "check" or credit cards for the service. We bill in US Currency.



Shipping

8x8 ships orders by common carrier such as DHL, Federal Express or UPS. The carrier used is up to the discretion of 8x8 Inc.

Sales Questions:

Interest Provoking Questions

- Have you heard of Voice over IP or VoIP and what it can do for your business in addition to saving money?
- How about Packet8 Virtual Office?

- Did you know the only difference with VoIP and traditional phone service is the price, features and delivery method?

- Would you consider a telecom solution that could improve productivity and cut your monthly phone bill by more than half?

- Did you know that VoIP can cut your start up costs by 90% of traditional telecom while increasing features?

- Did you know that you can continue to use your current phone number with VoIP?

- Were you aware that your VoIP phone will look, feel, sound and act like the phones you have been using?

Qualifying VO Questions

- **What are you currently using?**
 - PBX, Multi-line phones?
 - How many employees?
 - Remote sites or staff?
 - Do you have voicemail?
 - What do you like and what would you like to change or add?
- **Do you have broadband?**
- **How much is your phone service?**
 - Trunks, lines, long distance, maintenance contracts?



- **What is your timeframe to make a decision**
- **Are you doing research for someone else?**

Overcoming Objections:

- **A confused mind will say no**
 - Convince, confidence, and learn the customer and competition
- **It is too difficult**
 - We offer complete installation services
 - Packet8 will make changes through the life of the subscription
 - Easy to plug in as a toaster
 - Admin controls via the web or by calling us
 - Extension control via the web, phone, voicemail or calling us
 - Money back guarantee
- **What is the difference between Packet8 and Vonage**
 - VIRTUAL OFFICE!
Auto Attendant, ext. dialing, conference bridge, ring groups
- **Network Computing Editor's Choice Award – February 2006**
- **We have concerns of the quality / VoIP not ready**
 - We are on a Virtual Office call right now!
 - That's why offer a 44 money back trial period / We are confident
 - 300+ companies per month sign up with us
 - What have you tried? Not all VoIP the same. Cell service/ residential/competitor
- **It's too expensive**
 - The start up includes a business class phone and the first months service pro rated.
 - The service is non-blocking. Never a busy signal
 - What else are you considering? Less than 90% to start up as compared to a traditional PBX.
- **I want to be able to pick someone's line up**
 - With Virtual Office you get your own line, voicemail, etc.
 - Ring groups can handle a environment similar
 - Anyone can pick up a ringing call on a system

What you need to do to close

- **Ask questions and listen**



- Take notes on wants and needs
- Build your case by answering wants
- Address needs
- Raise additional Virtual Office features and service benefits during the discussion
- **The product is competitive in feature, benefits and is hard to be beat.**
- **Shorten your sales cycle with 8x8 Inc. credibility**
 - VoIP experts and with years of experience / 78 patents
 - Publicly traded on NASDAQ EGHT

Timeframe to book a Virtual Office service order

- **Ordering takes 10 minutes**
 - Need Credit Card information including first and last name, billing address, card number, security ID, expiration and user email address for account set up.
 - Inputting extension information improves customer experience and will assist field technician greatly.
 - First name, last name, email address
 - Auto Attendant and number of rings
 - Tech support will work set up auto attendants, ring groups, etc.
- **Time frame to hook up an account**
 - Instant in retail, 3-5 days for equipment if ordered online
- **Porting numbers**
 - Takes 2-6 weeks usually dependant on current carrier
- **Complete web access for user system management at time of order placement**

Ordering Packet8 Virtual Office Service

Please refer to the Packet8 Virtual Office Service Selection Guide

Things to remember when presenting Virtual Office

- Know your product, service and competition! Sell with **CONFIDENCE!**
- A confused mind will typically say no
- Keep it simple! Let's try it out!
- **Answer with CONFIDENCE**
 - **You have the best solution for Small Companies**
- VO has 44 risk free trial, we are so confident that you will be satisfied!
- Do not feature flood. Ask what they have and what they want. The customer will learn all the features over time.



- Listen to their needs and make sure you can accomplish what they have. Let them finish talking!
- Listen to their wants and make sure we can accomplish what they want. Let the finish talking.
- Gain trust. Talk as if you were a friend standing next to them seeing their situation. I.E, you could do this to improve customer impression; you could do these scenarios to decrease cost.
- **Always ask who else they were considering and combat with our features, benefits, and cost.**
- **Create the only logical option scenario!**

Other Virtual Office Reference Material:

Virtual Office Web site

Virtual Office White Paper

Virtual Office Data Sheet

Virtual Office Sales Sheet

Virtual Office User Guide

Virtual Office Voicemail Quick Reference Guide

Virtual Office Training Site - <http://training.packet8.net/retail>

Virtual Office Quote Tool