

Executive Overview

Experts at helping Partners close multi-location telecom opportunities from 5 to 5,000 locations. We will stop the hassle of dealing with multiple carriers and the nightmare of processing multiple invoices. Our proven process and ability to provide all the latest Analog Voice, VoIP, Broadband, SD-WAN and UCaaS/Mobility solutions will help you future-proof your client and your commissions as their needs change.

Product & Service Offerings

- VoIP - Hosted PBX, Integrated Voice, UCaaS, IP PRI, SIP Trunking
- POTS Replacement
- POTS & TDM PRI Analog Voice
- Broadband – Cable, Ethernet, Fiber, DSL, Wireless
- Cloud (Zero Trust) and Premise Based Security
- Managed Network Security & Monitoring
- SD-WAN
- Broadband Aggregation
- Unified Communications/UCaaS
- Virtual Telephone Number/VTN
- Peplink Wireless Failover
- Microsoft Teams Direct Routing/UCaaS Integration
- Tech Support as a Service TSaaS

Sales Engineer Take On Best Fit

Lingo is a telecommunications company offering voice, data, and internet services. For business their key offerings are: Dedicated internet, VoIP, cloud solutions, and managed IT. I feel they are a good consideration when opportunities include: 5G expansion with faster speeds and enhanced capabilities; IoT offering integrated solutions for connected devices and automation; Cloud-based services to capitalize on growing demand for solutions; or, Network security that offers advanced security measures to protect against cyber threats. Lingo is positioned as a leading provider of telecommunications services and capitalizes on the growing opportunities in the industry.

- Peter Callowhill, Director of Engineering: Connectivity, Colo & Wireless

Top Industries Served

- Automotive
- Hospitality (Hotels, Food, Beverage)

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- Retail & Consumer Products / eCommerce
- Other

Ideal Customer Profile

Large multi-location accounts with top retail, financial, real estate, consumer and medical firms with distributed locations nationwide, partner with Lingo. Common challenges for these businesses include:

- Disparate providers for voice, broadband, SD-WAN and VoIP solutions
- Lack of visibility into their telecom inventory and spend
- Significant time spent processing multiple invoices
- Looking for control over their entire telecom through a single pane of glass
- The need for a single source to migrate them from analog to VoIP on a single platform

Qualifying & Technical Questions

- How many carriers and why so many?
- How do you manage MACD's and tickets with so many providers?
- How many invoices received and why not consolidate to 1?
- With the pending end to Analog POTS service, what is your strategy to migrate from POTS to VoIP?
- With cable being so challenging to qualify & install why not have an aggregator with multiple alternative technologies such as Fiber, Ethernet, Satellite, DSL take this project on?

Elevator Pitch

Lingo will do more than just deliver the necessary connections, hardware, and software across multi-location facilities—we make telecom management easier by **consolidating** invoices and points of contact, **containing** costs, **optimizing** performance and continually **evolving** your multi-location communications systems. Our approach makes it possible for us to deliver the advanced technology, strategic processes, robust management platforms and comprehensive support your telecom initiatives require.

Objections & Rebuttals

I prefer the LEC

So do we. We have agreements with all of them as well as all of the major CLEC's. It allows us to have the best coverage in the industry. Additionally, our agreements with them contain SLA's on services like POTS, DSL, and Cable that you won't get going directly to them.

My team and I don't have time to look at this

What I hear from both IT and Finance teams is that they are either focused on managing the existing enterprise or they are focused on other projects with greater priority. We assign a Dedicated Account Manager to a project this size. You essentially gain an employee. It is what allowed a National Health Club with 165 locations to sign with us in December, begin the migration on Jan 18th and complete it on Feb 28. Less than three months resulting in saving 13% month after month after month.

I'm concerned migrating to VoIP with so many locations

Since Lingo offers both Analog and VoIP since 2005 our products and processes are mature. As a result of offering both products, we are happy to migrate at our clients' pace. Additionally, we only do Professional Installs to ensure quick & successful migrations.