



## Cotoco rings the changes for Reality Telecom

### Background

Reality Telecom was founded in 2001 by CEO Simon Slater-Thomas to take advantage of a niche in the telecom market: the provision of big business telecom services at a small business price.

Such services enable small to medium-sized businesses to reap benefits previously only enjoyed by large enterprises – the ability to capture more sales, reduce costs and increase profits via the intelligence built into their telephone systems.

As well as having its own sales force, the company distributes its portfolio via a channel partner programme.

### Challenge

Reality Telecom developed a terrific new product – Call Navigator IP – and knew it was perfect for their intended SME market. The price was right, it worked brilliantly, and it merged virtual switchboard software with Voice over IP technology.

This description of their product is reminiscent of their early marketing material and is not necessarily meaningful to everyone who could benefit from it. Technology can be exciting and second-nature for the company that develops it, but a real turn off for the customer. A single whiff of ‘protocols’ or ‘advanced feature sets’ and you’ve lost the sale.

So how do you sell such a technology-based product? Especially to customers who don’t even know they need it? And what do you do if you’re also seeking high-volume sales through resellers who you’ve got little control over?

This was the triple challenge that faced Reality Telecom – and was the point at which Cotoco came in.

### Solution – Mentor24x7 SME

Working with Alan Sawyer, Head of UK Distribution, and Marie Warsop, Marketing Manager, Cotoco captured the immense value Call Navigator offers the SME business world and packaged it, succinctly, in a Mentor24x7 Framework.

### Key results

- A step jump in sales
- Successfully switched from ‘feature’ to ‘value’ led selling
- Popularity of framework with resellers ousted rivals
- Enabled customers to immediately perceive the benefits
- Inspired changes in marketing and other areas of company
- Shortened the sales cycle

*Cotoco’s Mentor24x7 Framework delivers increased win rates and shortened sales cycles, underpinned by the world’s largest research programme into top performing behaviours.*



*“Our customers are responding in droves. I couldn’t ask for anything more.”*

Simon Slater-Thomas, CEO

### Cotoco’s impact

Cotoco has pioneered and refined a unique way of empowering companies to put winning behaviours into practice.

- Increased win rates
- Shortened sales cycles
- Less time out of the field

Our award-winning technology is used by thousands of employees throughout the world.

### Contact us

Raise your game!

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### Solution (cont)

Reality Telecom soon discovered that working with Cotoco could be a very ‘interesting’ experience. In the words of Alan Sawyer:

“Cotoco completely changed our thinking. In fact, they turned it inside out. They worked closely with us to get to the core of what would turn our customers on – how our product could literally transform their businesses. It was a real eye-opener – both for us and our customers.”

A practical facet of the solution includes a ‘leave behind’ version of the framework which provides customers with an attractive, tangible and permanent reminder of the value of Call Navigator IP to their business after the sales meeting.

### Results

The results were dramatic both in terms of the reception of the Mentor24x7 Framework amongst the reseller community and the subsequent sales.

“Cotoco’s framework is extremely popular with our resellers. Everything’s in one place and really easy to access. It only takes minutes to get familiar with it and start using it in front of customers.”

The Mentor24x7 Framework answers the questions Reality Telecom’s customers ask, as well as many they don’t ask, in the right manner and the right order. Indeed, this is one of the key philosophies behind every Framework that Cotoco produces and is crucial to stimulating and holding the customer’s attention.

Simon Slater-Thomas, CEO, was delighted with the outcome.

“This is brilliant. Our resellers love it. They’re choosing to sell Call Navigator, rather than rival products, because the framework makes it so easy for them. And our customers are responding in droves. I couldn’t ask for anything more.”