

Frontier Financial Solutions

CPE Sales Playbook



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ABOUT FRONTIER FINANCIAL SOLUTIONS

In 2010, Frontier partnered with TAMCO Capital to design Frontier Financial Solutions (FFS), the branded financing program for all Frontier Communications' CPE sales. FFS financing options are seamlessly branded as part of your Frontier product and service offerings.

Frontier Financial Solutions is not a typical financing program. This program is committed to seeing you win transactions. Support is provided to you through tools, resources, and a designated contact to help you position a monthly payment with confidence and relevance for today's modern prospect that is always demanding more for less.

While FFS provides traditional capital expense (CAPEX) lease options, the greatest value lies in Frontier Shield, the payment option that allows customers to procure technology equipment as a service. Shield is considered a termed rental, not a lease contract. Shield meets technology needs today, saves capital for something unanticipated tomorrow, and has greater flexibility and control than loans, bank lines, traditional leases, or cash purchases.

SALES SUPPORT PROGRAMS & SERVICES

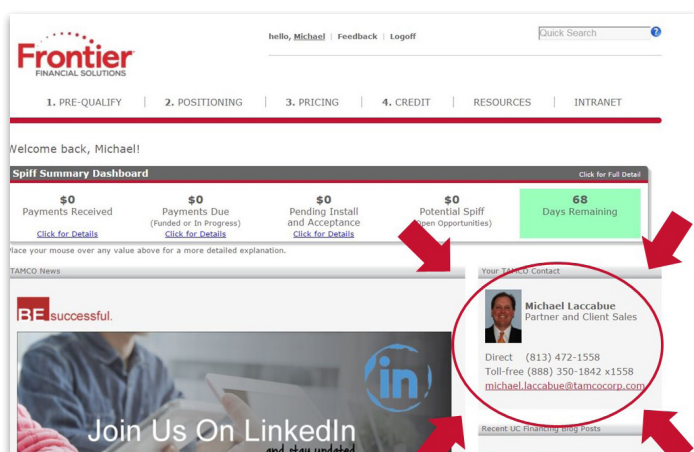
FOR FRONTIER CPE SALES PROFESSIONALS

Dedicated Partner Client Sales (PCS) Contact

You're never alone! We work one on one with each Frontier sales associate and account executive. This program is simply an extension of Frontier Communications. We have assigned a dedicated FFS Partner Client Sales (PCS) contact just for you.

Your PCS resource has years worth of technology, telecom and UC expertise. This provides you with greater insight and value in addressing the types of sales challenges and opportunities you encounter. Use your PCS to plan specific customer sales strategies, to collaborate on general sales tactics, to participate in customer calls as your financial expert, and to help in any other way they can offer support to make you successful. Contact them early and often!

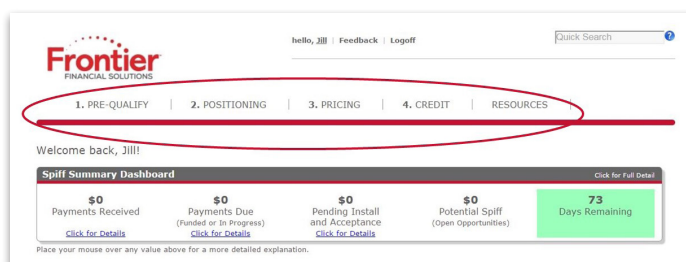
Find your PCS contact information in the partner portal.



Frontier Financial Solutions Partner Portal

More than just a place to get pricing. The portal is your access to everything sales, technology and CPE financing to help you be the best sales professional you can be.

A username and password is created for you to access the portal. In the portal you will find the easy 4-step *how to buy* process, contact information for your dedicated FFS PCS contact, and informational sales resources to build your confidence for incorporating the *how to buy* into your sales process.



WHY THE TABS ARE NUMBERED

You'll notice that the tabs are numbered in the portal. This is to help guide you through what is called the "FFS 4-step *how to buy* process." We cannot overemphasize its importance to realizing success with the Frontier Financial Solutions program. Below is an overview of each step and its importance in the process:

SALES SUPPORT PROGRAMS & SERVICES

FOR FRONTIER CPE SALES PROFESSIONALS (cont.)

- ✔ **1. Pre-qualification Tool** - Gain insightful knowledge about your customer, their financial health, and if they are a good fit for financing. This is a tool that doesn't affect their credit in any way. It is simple research with FFS resources to help equip you to be smarter in your sales process.
- ✔ **2. Positioning Questions** - Selling in today's market is now more of a listen and learn process than ever before. Selling without getting the right info out of your customer can be tough without asking the right questions. Asking these eight questions help you position a procurement recommendation and learn the pain points of each of your prospects.
- ✔ **3. Pricing Tool** - This is exactly what it says. We believe that pricing is the third step because financing should be treated like a product. And you would never go straight into recommending a product without doing your due diligence and discovery. Same applies for how the customer will pay for the equipment.
- ✔ **4. Credit Application** - This is the final step in the *how to buy* process. Once the FFS team receives the customer application, we will manage all credit determination, notice, and contracting administration so your focus can remain on selling.
- ✔ **Resources** - You'll find information in a variety of formats to help you continue learning about FFS products and services that may be helpful for advancing your knowledge about the program.

Learn more details about each step by downloading the *How To Buy* Blueprint.

[Download Blueprint](#)

Weekly Email Communication Resources

Each week, FFS shares stories and resources that can help you make more money positioning a monthly payment, strengthen your sales skills, be informed about promotions and much more. This is one of the ways the FFS program provides the support you need to rise above competition. We highly recommend checking out these great resources. They will arrive in your inbox from your FFS PCS contact or directly from FFS marketing.

Frontier Financial Solutions CPE Sales Blog

Subscribe to our CPE Sales Blog and receive new posts to your inbox to stay up to date on all things related to CPE financing, industry knowledge, and enhancing your overall sales skills.

[Subscribe Here](#)

FFS Training Courses

In order to grow, to survive, to compete – you have to be willing to change. It's a simple premise; the moment you think you know it all is the exact same moment that you stop learning. Frontier CPE sales professionals have access to free training courses including:

- Selling to the CFO
- Positioning How to Buy
- Time Value of Money

Your dedicated FFS PCS contact can set up these trainings for you or the whole team. Capitalize on our decades of industry knowledge. Learn the sales strategies that have made so many sales professionals successful with our partnership.

SALES SUPPORT PROGRAMS & SERVICES

FOR FRONTIER CPE SALES PROFESSIONALS (cont.)

Consultative Services

An extra set of eyes. An objective opinion. Expert guidance. FFS is invested in your success and we offer friendly professional support so you feel confident in what you present to your prospects. Take advantage of these great consultative services that your PCS contact can work with you on:

1. CPE Sales Pipeline Review - Provide us the opportunity to do what we do best--help you close more deals. We offer a free pipeline review with your dedicated FFS PCS contact and we'll help you increase your close ratio, remove any sales pipeline noise, and identify more realistic probabilities to close. Reach out to your PCS today to request your free pipeline review.
2. Proposal Assessment & Solution Recommendation - In collaboration with your PCS you can assess your proposals and make solution recommendations that are tailored for each opportunity. This will set you a part from your competition. Get involved in the *how to buy* part of the sale, not only *what to buy*.

Branding Integration

Internally, it is no secret that TAMCO is the engine that powers Frontier Financial Solutions. Externally and customer facing, Frontier Communications' expectation is that you present FFS as the branded program to promote the highest levels of consistency and trust among prospects and customers.



From proposals to your portal, to marketing material and many documents, we will maintain consistency throughout to be able to create a seamless connection between Frontier Communications and Frontier Financial Solutions. Adopt the FFS name to use and sell just as if we worked in the same office together, right down the hall!



CPE Sales Knowledge Center

On the FFS partner portal you will find a tab labeled RESOURCES. Here you will find a library of different content that can help you with your general knowledge of selling CPE and the sales process, and it has resources you can use with your customers.

There is an array of different content types. Videos, infographics, case studies, ebooks, etc. This information is designed with you and your needs in mind. Use it to continue learning. It will help you sell more equipment, make more money, and overall be more successful in your day to day.

1. PRE-QUALIFY | 2. POSITIONING | 3. PRICING | 4. CREDIT | **RESOURCES** | TAMCO

Resource Center

Filter: All eBooks Tip-Sheets / Guides Multimedia Case Studies Infographics Product Info Sheets



Frontier Shield



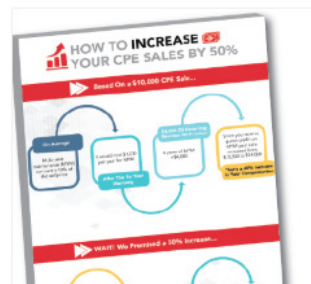
Video | Frontier Shield



Infographic | 4 CPE Sales Mistakes You Might Be Making (And How To Fix Them)



eBook | CPE Sales Playbook





FINANCING PRODUCTS

Frontier SHIELD®

Frontier Shield is an exclusive offering of Frontier Financial Solutions. Your customers will not find it anywhere else. Your competitors cannot provide it from other financing companies. It is one significant way the FFS program empowers you to realize differentiation and sell on value.

Frontier Shield is a monthly payment that works like a termed rental agreement. It allows a customer to use their technology equipment as a service, protecting them from technology obsolescence. It removes the pitfalls to owning technology. Giving customer's flexibility and protection over their solutions. The added benefits to customers for using Shield include:

- **Solution Replacement Guarantee** - Technology obsolescence protection. Customers can replace their current solution at anytime during the contract if it no longer meets their needs, and the best part is that their existing contract is forgiven without rolling over the remaining balance or incurring any hidden fees.
- **Act of God Coverage** - FFS covers out of pocket insurance deductibles on the damaged equipment in the event of a natural disaster up to \$5,000.

- **Operating Expense** - Since Shield is designed as an OPEX monthly payment, it qualifies for off-balance sheet accounting and helps your customers preserve cash and maintain any lines of credit while protecting their debt ratios. Therefore, they can use their capital for more revenue generating activities.
- **Bundled Maintenance/Support Plans** - Lock the cost of Frontier's maintenance or support agreement at today's labor rates for the duration of the contract term. The monthly cost will be bundled without finance charges into the same payment as the equipment.
- **Flexible End of Term Options** - At the end of your customer's term, they can renew their agreement, buy out the equipment, return the equipment, or select a new system.

\$1 BUYOUT

This is your traditional run of the mill lease option. The biggest benefit to using this option is when an organization knows in advance of starting a lease arrangement for a technology solution that they intend to own the leased solution at the end of the term. A \$1 buyout is an ownership program and it is therefore considered a capital expense (CAPEX) lease for accounting purposes.



KEY TAKEAWAYS

OK. Setting aside all the details shared in this Frontier Financial Solutions playbook, the program is really very simple yet effective if you just remember these three things . . .



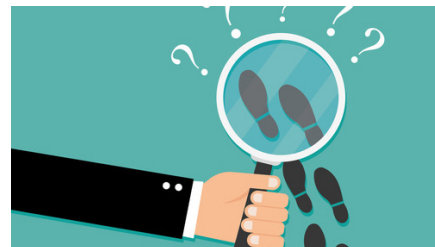
You Are Not Alone

Get to know your dedicated PCS contact.



Resources Are At Your Fingertips

Access the FFS portal 24/7/365.



Follow The Steps

Follow the 4-Step How To Buy Process and we promise recommending a monthly payment will help you sell more!



[Log Into The FFS Portal](#)