# 2600Hz

# Pro Tips: Going to Market & Onboarding

When it comes to closing business and onboarding new customers, things can go very right...or extremely wrong, depending on a number of factors. From how well you understand the client's needs, to how you prepare your customers for the transition to their new solution, there are ways to make sure it goes right every time. Start by following these pro tips from our experts.

**Pro Tip #1: Discovery, discovery, discovery!**

Get on calls with the people who are answering the phone and handling calls. Those are the people who will be telling their boss if the phone system doesn't work the way they need it to. So, you want to ensure you're selling and provisioning a system that will fit the needs of those who will be using it most.

**Pro Tip #2: You + IT = Success.**

Establishing a strong relationship with the network admin or head IT person, whether in-house or outsourced, is incredibly important from day 1. Ideally, the first point of contact you develop a relationship with should be the head IT person. Befriend them early in the sales process and before closing the deal — and don't be afraid to commission them to help you close the deal.

**Pro Tip #3: The 2-week learning curve is real.**

There will always be questions and concerns during the 2 weeks following the cut-over. Set a realistic expectation with your customers and provide a practical scope of the learning curve and transition process. During this period, allocate time to help customers through the transition — don't just throw them into the deep end and expect that they'll be fine on their own.

**Pro Tip #4: Up your invoice game.**

Ensure you prioritize communication with clients, and a great time to communicate with them is with their invoices. They generally won't feel like they're being bombarded or harassed about an upsell, so it's a great opportunity to educate customers on a new releases or features that you have to offer them.

**Pro Tip #5: Become an expert on mobile, not now but *right now*.**

Knowing mobile is the future and that your customers are looking to you for answers, become a thought leader/evangelist for them. There's a lot of versatility and untapped business opportunity with mobile, so decide what type of mobile solution you want to offer, and start telling customers how mobile can significantly enhance their offering, minimize execution time, and increase productivity. Try developing a mobile app that will help customers do more by increasing operational efficiency and ROI.

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*For additional information, please contact sales@2600hz.com.*

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