

# Panasonic SIP Trunking Testimonial

## A view from a Panasonic Dealer

Custom Communications, Sarasota, FL

Bob MacDonald, Owner - Panasonic Dealer Since: 1985

## “Increase sales immediately with SIP Trunking”

-Bob MacDonald, Owner

- **Customer Benefit:**

**As a successful Panasonic Dealer, owner Bob MacDonald says his customer's are experiencing immediate recurring cost savings on their communications bill.** Bob MacDonald's customers with SIP Trunking are experiencing drops in local line fees from \$45-\$60 a month with plain old telephone service (POTS), to as low as \$15 a month, and long distance drops from \$250-\$300 per month to as little as \$50.

- **Sales Opportunities:**

Smaller businesses are suffering the most in the current economy and need inexpensive solutions to cut their expenses. **“SIP Trunking is a proven technology that works, and Panasonic systems work with this capability today - while other manufacturers don't.** That's a HUGE advantage to Panasonic Dealers and their customers!” said Bob.

- **Portability:**

Bob states, in most cases, **customers can retain their phone numbers.** SIP Trunking also provides greater flexibility as SIP trunks include the enhanced features that you see on digital circuits (PRI, T1) INCLUDING DID numbers, Caller ID, and trunk to trunk transfer.

- **Service Transitioning and Upfront Costs:**

**The service switch is easy and takes very little time.** Bob continues, “I'm selling new customers a Panasonic switch and utilizing Panasonic financing for monthly payments. Now, their monthly payments between the lease and the SIP Trunking are considerably less than what they were paying, and they are gaining the benefit of new technology as well. Existing Panasonic customers are comfortable with the system's features, and also retain confidence in their original purchase, while enjoying greater cost savings.”

- **Message to the Dealer Community:**

**“The time to act is now! sales opportunities are here today!** We can take advantage of a down economy and use SIP Trunking to close new deals by offering immediate saving to our customers - its a win-win deal!” - Bob MacDonald



**Panasonic ideas for life**