

NorVergence™

SCREENING MANAGER **TRAINING**

sec. 1

(Opening Screening Interview)
7 steps to Setting the Atmosphere

- WHO** Hello, Mr./Ms. I'm Mr. / Mrs. from NorVergence, the strategic alliance of Nortel Networks.
- LETTER** (Hand out letter and say: "To establish a basis for good communication, I need you to briefly review this letter before we get started. Thank you").
- WHY** As we explained by phone, Nortel Networks has designed a solution that drastically cuts your costs for local, long distance, internet access and toll free calling. This solution is Fortune 500 certified and it permanently solves the telecommunications and cellular expense problems you have.
- Must Qualify** Now, (Customer's name), as I explain the solution, I'll be referring to it as having limited availability and that you have to go through an approval process to get it. That's because the demand for the removal of all per-minute charges from cellular and business telephone service is vast. Additionally, the network costs associated with building out unlimited calling facilities and customized hardware configuration required mean only Engineering can make the final decision on who will receive these cellular and business telephone savings benefits.
- Hold Questions** I'm going to need about five to seven minutes to cover some general information with you, including a Question and Answer segment. So, if you would, please hold your questions until then.
- Avoid Interruptions** Now, out of concern for our busy schedules, I will be turning off my phone/pager. To insure that we are not interrupted, please put your phone on Do Not Disturb or have an admin hold your calls.
- Get Positioned** Lastly, I have some printed materials to review with you and it's much easier to read when reviewing it from the same angle.
- You're Busy** Now, because we're swamped with so many new requests, my job is to screen for only qualified applicants DOWN TO JUST THE FEW ALLOWED FOR EACH AREA.
- Drop the Seven Bombs** If approved, you get:
- 1) Removal of all inbound and outbound per minute charges on your cell phones!
 - 2) Removal of all toll surcharges on your cell phones!
 - 3) Removal of all per minute charges on your business telephone service!
 - 4) Removal of all per minute charges on your toll free calling service!
 - 5) Free Unlimited domestic Calling on your toll free, cell phone or business service without restrictions!
 - 6) No per minute charges price protected against inflation for 5 years!
 - 7) High speed Internet Access!
- Now, which one of these features interests you the most? Why?
- Complete Silence** (STOP. DON'T TALK. USE COMPLETE SILENCE. GET THEM "PULLING"?)
 Note: If the customer does not pull, ask a question to create interest. Remember, without interest, there is nothing to take away.
- HOW** Now, to do this, you must qualify to RENT carrier-neutral unlimited calling facilities - installed and maintained by your local phone company - and Nortel engineered MATRIX Solution Hardware. Besides your costs being drastically reduced, the Solution gives you the option to hire all the people you want and make all the free phone calls you want because your telecommunications and cellular costs never increase. Do you foresee or plan to increase your employee base or calling?
- CATCH** Since the demand for the solution is so high, it takes engineering at least 3 to 4 weeks to see if you qualify, and, the catch is, **THEY ARE ONLY ACCEPTING THE HIGHEST CREDIT PREFERRED COMPANIES so YOU CAN'T GET THIS TODAY.**
- Now, is your company credit scored with Dun & Bradstreet?
- Get Bills** Ok. In order to calculate your SAVINGS NUMBERS, they'll need a copy of your local, long distance (showing toll free usage) and internet bills, and three months cellular summaries to engineer the facilities. Do you have your bills ready?
- SET THE RETURN CLOSE** Now, if you're not initially rejected, I'll return here in a few days with your results and they'll be substantial ... obviously. However, please keep in mind that during this initial process, they will not issue final acceptance until you have passed credit review and they have decided who will be awarded facilities at this time.
- Now, before I go, I'm required by the engineering department to ask you a few important qualifying questions (transition to Qualifying Questionnaire Profile)
- Introduce Application** Lastly, should I return with the savings numbers, they're going to require you to reserve the unlimited calling facilities with a Non-Binding Services and Hardware Application, while they continue the review process. This allows everybody three to four weeks prior to install to perform their due diligence. Now, these applications serve as a reservation only, until final approval is granted.
- Let me review the paperwork with you so that everything is clear (review documents).
- Note: Before leaving, you must call the corporate office at (866-740-6678), set up your return close, and get your Facilities Application Number from the Appointment Facilitator.

Script Concepts

1. *The Who?*
 - a. Nortel Networks – not us
2. *Hand out Letter*
 - a. To establish a basis for good communication
3. *The Why?*
 - a. Drastic Savings in Local, Long Distance, Internet Access, cellular and toll free calling service
 - b. Fortune 500 certified solution
 - c. Permanently solves your telecommunications expense problem
4. *The Qualification*
 - a. Limited availability and stringent approval process
 - b. The demand for the removal of all per minute charges from your cellular and business telephone service is vast
 - c. Network costs associated with building out unlimited calling facilities
 - d. Customized hardware configuration
 - e. Only engineering can make final decision on who receives these benefits
5. *Hold Questions*
 - a. You'll need 5-7 minutes to cover some general information
 - b. You will open a Q&A segment after
 - c. Ask customers to hold questions until then
6. *Avoid Interruptions*
 - a. Turn off pager/phone out of concern for your busy schedules
 - b. To insure no interruptions, have an admin hold all calls or put phone on DND
7. *Get Positioned*
 - a. Review printed materials from the same angle (move to their side of the desk)
8. *You are busy*
 - a. Inundated with demand
 - b. Limited facilities – just a few qualified applicants allowed
 - c. My job is to screen candidates
9. *The Seven Bombs*
 - a. Removal of all inbound and outbound per minute charges on your cell phone
 - b. Removal of all toll surcharges on your cell phone
 - c. Removal of all per minute charges on your business telephone service
 - d. Removal of all per minute charges on your toll free calling service
 - e. Free Unlimited domestic Calling on your toll free, cell phone or business phone without restrictions!

- f. No Per Minute Charges price protected against inflation for 5 years!
- g. High Speed Internet Access

10. *The Use of Silence*

- a. Let the customer process the information you provide
- b. Be poised and under control
- c. Don't "over talk"
- d. Control your emotions - "tell don't sell"

1. *The How?*

- a. Qualify to rent carrier neutral Unlimited Calling facilities, installed and maintained by your local phone company
- b. Qualify to rent a Nortel engineered MATRIX solution hardware

2. *What's the Catch?*

- a. It takes engineering 3-4 weeks to see if you qualify
- b. Only credit preferred applicants are being considered
- c. You can't get this right now because the demand is high

3. *The bill pick up*

- a. To calculate the savings
- b. To engineer the facilities
- c. Do you have your bills ready?

4. *Set the return*

- a. If not initially rejected, I'll return
- b. Savings would be substantial - obviously
- c. You have to pass credit review
- d. They'll decide if you'll be awarded circuitry

5. *Qualifying questionnaire profile*

6. *Get back in 2 days*

- a. They require circuit reservation by filling out a no non-binding Hardware & Services application while they continue the review process.
- b. You'll be allowed 3 - 4 weeks prior to MATRIX delivery to perform your due diligence
- c. Call the Appointment Facilitator and book the close Appointment
- d. Schedule RVP for \$500 plus users

Putting Customers "UNDER CONCEPT"

Mental/ Physical/ Emotional Preparation:

1. "Concept" is:

The Prospect Always Wants What They Cannot Have or Get! This Is Pure Reverse Telling! (Not Selling)

2. You must be highly Motivated/Pumped up/Psyched up BEFORE DELIVERY

3. You must believe in your Product.

4. You must maintain a high level of Sales Activity

5. You must know the savings numbers cold before the close and be ready to show how they tie in to the proposal

Script Delivery Points

1. You must stay on script "verbatim" until you understand "Concept"

2. You must be totally "deadpan"

3. You must disconnect all emotions

4. Control all tonality

5. You are invisible to a stranger – this is just business!

6. Create a persona for your delivery. Develop a "shtick", "rap" or "style";

7. You are telling, not selling!

8. To effectively apply the "take away", you must establish the platform for an intelligent discussion with the customer, highlighting the benefits of the solution in a timely and concise manner.

Initial Interview Objections

Q: *Who are you?*

A: NorVergence is a strategic alliance of Nortel Networks screening qualified applicants to utilize their Free Unlimited Calling System. This system drastically cuts your Local, Long Distance, Cellular and Internet Access costs by 20-60%, guaranteed. If approved, you'll get Free and Unlimited Calling to any phone number in the USA and high speed Internet Access without restrictions. However, because the demand for this service is so vast, only qualified applicants are being considered at this time.

Q: *What is this about?* *This is about interviewing your company to see if you qualify for*

A: This is about interviewing your company to see if you qualify for the Nortel Networks zero cents per minute calling solution with high-speed Internet Access. *Zero Cents per Minute Calling*

Q: *How does NorVergence make money?* *NorVergence makes its money*

A: Through an alliance with Nortel Networks, NorVergence is paid for screening and processing qualified applicants for the Unlimited calling solution. *Through its alliance with Nortel Networks, we get paid for screening & qualifying applicants.*

Q: *What is this going to cost me?* *Up front - Nothing. It approved - a savings of*

A: There is no out of pocket expense or upfront cost for this solution. If you are approved, your new cellular and business telephone service costs will be 20-60% less than you are spending now. These savings and cost reductions are immediate. *20 to 60 percent*

Q: *How does this work?*

A: The way it works is simple: you must qualify to rent carrier neutral Unlimited Calling Circuitry, installed and maintained by your local phone company and a Nortel engineered MATRIX box to make it work. This will turn voice calls into data and drastically reduce your communications costs by 20 - 60 % less than you're spending now. If approved, you'll now have the ability to grow your business at a fixed cost with no further increase in your telecommunications expense.

Q: *What's the catch?*

A: The catch is you can't get this today. Because the demand is so high, it takes 3 to 4 weeks to see if you qualify, and only the most credit-preferred companies are being considered at this time.

Q: *Why Do I have to qualify for this solution?* *Multiple Reasons*

A: Because of the demand for Unlimited Calling, and due to limited availability, the approval process is stringent because of (a) limited circuitry (b) network costs associated with building out Unlimited Calling Circuitry (c) customized hardware configuration (d) projected network expansion plans and (e) only engineering can

make the final decision on who receives these cellular and business telephone savings benefits.

Q: *What happens if I decide to hire more employees/ does my cost increase?*

A: There is no increase in your cellular or business communications costs because this solution provides Free and Unlimited Calling with no restrictions to any number in the USA.

Q: *I don't have a Telecom Expense problem*

A: Well Mr. / Mrs. _____ if you are paying anything more than zero cents per minute for your cellular and business phone service, you have an expense problem. Isn't that why we are meeting today?

Q: *How can I be considered for this solution? You must submit an application*

A: To be considered, you will have to submit an application for the Unlimited Calling solution. This allows them to review your company's credit status and decide if they will engineer Unlimited Calling Facilities for your facility.

Q: *How long is the qualification process?*

A: About 3 - 4 weeks.

Q: *What happens after the approval process?*

A: If your company is considered for Free and Unlimited Calling, you will be notified by mail and get a subsequent call from the Facilities Reservation Department. At that point, they will inform you of the next phase, which is the installation process.

If your company is considered you'll get a letter and a phone call informing you of the facilities reservation Dept. Then you go to the next phase

Q: *How can you guarantee Unlimited Calling for 5 years? We eliminate all per*

A: By eliminating all per minute charges on all cellular and business telephone calls made throughout the USA, you're protected against price inflation. *minutes charges*

Q: *What happens if NorVergence goes out of business?*

A: Nothing. NorVergence's role is limited to screening and processing qualified applicants.

Carrier Neutral Unlimited Cellular Calling Rebuttals

- Q.** *How does the unlimited cell phone calling plan work?*
- A.** The way it works is simple: you get to make and receive unlimited inbound and outbound calls to any number in the USA from your cellular phone. Participation in the plan is permitted if you are approved for the Nortel engineered MATRIX Solution. You're guaranteed to save 20-60% of your cell phone expenses. *If you are approved for the Matrix Solution, unlimited calling is a value added service on your cellular service*
- Q.** *What is the make and model of the phones? Top of the line - They have all the latest features*
- A.** The cell phones used are top of the line; digital tri-mode phones with all the features and benefits of today's technology.
- Q.** *Who provides the cell phone service? Multiple carriers, then decision is made by engineering*
- A.** If approved, and depending on unlimited calling allocation, service will be provided and maintained through the provider that engineering selects for your company. ~~Your cell phone service will be provided by either~~
- Q.** *Can I get this from these cellular providers directly? No*
- A.** No. The unlimited calling service is not available directly from these providers. It is only available through NorVergence, the alliance of Nortel, if you are approved for the MATRIX Solution.
- Q.** *Who bills me? NorVergence bills you for the Unlimited Calling Circuitry*
- A.** You get one monthly bill from the equipment rental company for the hardware and because this is a carrier neutral service, you get one from NorVergence for the Unlimited Calling Circuitry. This bill includes the unlimited cellular and business telephone calling plan. *The equipment rental company bills you for the hardware & your local phone company bills you for your regular telephone lines.*
- Q.** *What am I charged for making calls outside my area? Nothing*
- A.** Nothing. With the carrier neutral unlimited cellular calling, there are no per minute charges or surcharges. All of your calls are unlimited at zero cents per minute.
- Q.** *Where is my coverage area?*
- A.** Nationwide in every major market area.
- Q.** *How many phones can I get?*
- A.** If approved, you can get as many phones as you currently have.
- Q.** *What if I want more phones?*
- A.** As long as your account is in good standing, NorVergence will coordinate that process with you. Since they only offer service to existing activations, you would have to obtain service from the provider that engineering directs you to and after three months of established service, depending on allocation, they would include your new number(s) with your unlimited calling service at a discounted monthly fee.

Q. *What is the National Conversion Assistance Program?*

A. The National Conversion Assistance Program provides companies with financial assistance to cover the operational cost associated with converting their cellular calling ability. This is due to controlled allocation of unlimited calling facilities. This assistance includes but is not limited to: maintaining existing service for up to 30 days and providing financial assistance for printing of new business cards, letter head, stationery, notification to existing contacts and other costs and expenses associated with a seamless transition to new unlimited calling numbers.

Q. *Can I change cell phone service providers if they are available?*

A. *Yes.* Throughout the term, you may request a change in cellular providers, subject to availability at the time of request.

(Direct customers to the section in the NBSA)

Major Rebuttals

What is an
unlimited calling circuit?
A circuit that doesn't charge
a per-minute rate.

Q: How is this possible?

A: The Nortel engineered Matrix box makes unlimited calling possible. This solution turns voice into fast data through an unlimited calling circuit installed and maintained from your local phone company. When voice is turned into data, all costs per minute are eliminated. Unlimited cellular is included as a unique service option only available through this plan.

Q: Who delivers these calls?

A: Your local phone company loop is engineered to utilize either AT&T, Qwest, or Sprint. *Matrix works - AT&T, Qwest, Sprint* If one carrier ever has a problem, the Matrix is programmed to protect you by routing your service to another.

At your premises, it works the same way. If the local loop ever has a problem, then all your calls go out over your regular telephone lines using your existing carrier. If you are accepted, you get a multi carrier free calling advantage with true redundancy.

Q: How can I be sure I have "zero cents per minute" guaranteed for five years?

A: Once you rent the Nortel engineered Matrix Solution Hardware, and the Local Loop Circuitry from your local telephone company is installed, the system works with or without NorVergence, Inc. As long as you pay your monthly rental and Local Loop charge you're OK. Unlimited Phone Calling with no per minute charges is included in the circuit price for your loop.

Q: What if technology changes? I don't want to be locked in.

Show me how you dial a telephone call today. (Make the customer show you how they dial.) Show me how you dial cellular? The way you make phone calls has not changed in the last 100 years and will still not change. The only thing that will change is that all per minute charges will be removed from your lines and cellular service. In other words, how can it get any better than zero cents per minute?

Q: I mean what if the underlying technology changes and I'm locked in?

A: Have you ever bought software for your computers? (Yes) You purchased it knowing it would change in the future, correct? (Yes) But you still bought it for the utility and value it added at that time, right? (Yes) And, even though new versions came out, you continue to get value from your old software purchases today, correct?

Q: Am I switching carriers? *No*

A: No. For business telephone service you're not leaving your existing carrier. You are adding an additional call routing option. Do you like your existing carrier? Your existing carrier remains on your regular telephone lines for automatic redundancy and back up. You can always make a toll call over them if you want to - but why pay per minute? On cellular, all calls are carried and services are provided direct from either AT&T or Nextel.

Closing InterviewWHO
AND
T

Hi (First Name Only). How are you today? Our office is so busy, they've been scheduling back-to-back interviews for me. It has been a real challenge keeping this appointment. Now in our last meeting, we discussed the cost savings potential of the Nortel Networks engineered solution and how it would impact your company and solve your telecom and cellular expense problem. Correct?

NUMBERS
GREAT,
CIRCUITS
LIMITED

Well, based on the engineering of the customized unlimited calling facilities and the information you provided, your savings numbers came in great, as we knew they would. These savings are actual and considering the possible growth of your business over the next five years, excellent, because by eliminating all per minute charges on your cellular and business phones to any call made throughout the USA you're protected against price inflation.

Take away

(If applicable): So if you are granted final approval, in addition to a communications cost reduction you'll be upgrading your circuitry and increasing your internet speed.

Establish
Costs

Now let's review your savings numbers. (Review each bill with customers face to face and establish their costs. Once you have clearly and accurately attained their understanding of just how much they spend per month say): "Wow, that's the monthly cost of a _____ (secretary/\$2,000; advertising budget/\$1,000; car lease/\$400; new copier/\$250; dinner out/\$100)"

[To present your proposal:

- a) Show the monthly costs for the unlimited facilities rental.
- b) Show the monthly costs for the Matrix Hardware Solution rental.
- c) Establish their reduced number of necessary telephone lines using the following script (Note: The formula for Matrix provisioning is: Reduce their POTS lines by 50%; take that number and add one (1); the result is the number of new lines you give them on the Matrix. For example, 20 regular lines X .50 = 10; 10 + 1 = 11 lines to provision for your Matrix.)]

Line Cost
Reduction

Now you currently have _____ regular telephone lines. Half are used for inbound calls; half are used for outbound - of course. The Matrix solution is now giving you _____ new additional outbound lines. That gives you twice the amount of outbound lines you now have - plus one. Do you think you'll still need all those regular telephone lines at _____ per month each? We don't think so either. So, by replacing your expensive "rate per minute" lines with the MATRIX unlimited calling lines at zero cents per minute, you save _____ per month or _____ per year because we're giving you these _____ new outbound lines as an enhancement.

(Customers must be asked clearly whether they need this doubling of their outbound capacity. Obviously, they don't, but they must think of this themselves. They must catch this revelation by themselves to really establish the savings figures.)

Lastly, if you are accepted, in addition to these drastic current savings, you will be able to grow your company as much as you want, with no future cellular or business telephone cost increases.

NO RISK
CLOSE

Now, as we discussed last time, because of the demand for this solution, you can't get this today and they're not committing themselves to providing your company with unlimited facilities yet. As I explained, to be considered for unlimited calling, you need to reserve the hardware and facilities by putting in your Non-Binding Hardware and Services Application. These applications serve as a reservation only, until final approval is granted, which normally takes about 3-4 weeks. Now do you have the paper work ready?

NOT
BINDING

[OPTIONAL CALM DOWN: Now, they will not issue final acceptance until you have passed credit review and they have decided who's getting this go around of facilities. Again, you are under no obligation until you are approved and receive final installation.]

The last thing I need to explain to you is how this will work. In a few days, you'll get a letter and a follow up call from the Facilities Reservation Department to verify receipt of your application and to confirm some important information. Then, depending on the results of the initial review of your application, a teleconference interview will be set up with the Director of Facilities as a completion to our interview process. If the result of that interview is favorable, the Review Board will then consider your company for facilities and notify you of their decision. At that point, if approved, we will mount the MATRIX Unlimited Calling Solution at your location and contact the local phone company and your PBX vendor to connect the circuit and your lines to the solution. Additionally, your cell phones will be made unlimited. This process takes approximately three to four weeks.

Finally, I need to give you a Facilities Application Number. This number will be referenced when the notification department calls you. Please write this number down.

Do you have any questions about this timeline? Good Luck! I hope you get it.

Presenting the Numbers

It is critical that you present the customer's savings numbers in a rote, cold, dead pan way because you know their cost structures intimately. You must know their bills backwards and forwards before you can present your savings proposal.

The key is establishing the customer's current cost structure very clearly in their mind first. Until your customer clearly and accurately understands their existing total costs of telecommunications - you will get nowhere. Most customers do not understand how their existing carrier bills work or how much they are really spending. It is your job to once and for all get their sign-off at the point of presentation on what they spend now. To do so, use the following steps:

1. Review each bill with the customer face to face and establish their costs for:
 - a) Long distance
 - b) Local phone service
 - c) Internet access
 - d) Other connectivity costs (if any)

2. Once you have clearly and accurately attained their positive affirmation and understanding of just how much they spend per month, and how large the expense really is, use one of the following scripts to position their costs:
 - a) "Wow, that's the monthly cost of a _____ (secretary/\$2,000; advertising budget/\$1,000; car lease/\$400; new copier/\$250; dinner out/\$100)"
 - b) "Wow, that monthly cost could be reinvested in your business for a _____ (secretary/\$2,000; advertising budget/\$1,000; car lease/\$400; new copier/\$250; dinner out/\$100)"

3. Only after a derogatory statement like those above positioning how much they're wasting is made can you proceed to present your savings. Just like the open establishes the close, their current telecommunications costs establish the savings.

4. To present your proposal, take the following steps:
 - a) Show the monthly costs for the unlimited circuitry rental.
 - b) Show the monthly costs for the Matrix box rental.
 - c) Establish their reduced telephone lines necessary using the following script (*Note: The formula for Matrix provisioning is as follows: Reduce their POTS lines that are connected to their phone system by 50%; take that number and add one (1); the result is the number of new lines you give them on the Matrix. For example, 20 regular lines X .50 = 10; 10 + 1 = 11 lines to provision for your Matrix.*)
 - 1) "Now you currently have 20 (example) regular telephone lines connected to your phone system."
 - 2) "Half are used for inbound calls; half are used for outbound-of course."
 - 3) "The Matrix solution is now giving you 11 (example) new additional outbound lines. That gives you twice the amount of outbound lines you now have - plus one. Do you think you'll still need all those regular telephone lines at \$30.00 (depends on service provider) per month each?"

"We don't think so either. That's why you can reduce your outbound lines by 10 - saving \$300 (varies) per month or \$3,600 (varies) per year because we're giving you 11 new outbound lines as an enhancement."

Presenting the Numbers
(Continued)

(Note: You must get the customer to agree here that it makes economic and common sense to reduce their number of outbound lines by the number you add to the Matrix. To do this, you must establish the common sense principle in #2 directly above that "Half are used for inbound/half are used for outbound". Then ask the probing question in #3 "Do you think you'll still need all those regular telephone lines at \$30.00 per month each?")

The customer must be asked clearly whether they need this doubling of their outbound capacity. Obviously, they don't, but they must think of this themselves. They must catch this revelation by themselves to really establish the savings figures.

By maximizing the amount of savings from regular telephone line reduction you increase automatically the price you can charge for your box. Since you want the maximum box price to drive your commission, you want the customer to receive the maximum amount of regular telephone line savings possible.

Maximizing regular telephone line savings maximizes your commission.

Don't go past the regular telephone line reduction area without firmly and clearly establishing this benefit in the customer's mind. It is the key to the close.

Closing Push Back Answers

I can't sign this today/ I have to think about it

OK, what are your concerns? Well, you need to understand (customer's name)

that the application is non-binding and serves as a reservation only, until you are approved and they have decided if you'll be awarded facilities. So, there's no commitment on either side until final approval has been issued, giving both parties 30 days to decide to mutually move forward with the solution.

Q: *I have to talk to someone else.*

A: I understand, but my job as a Screening manager is to screen qualified applicants for this solution. So, if you're not the decision maker for your company, I will need to meet or at least speak to the person for a few minutes before we can move forward. So, when can I meet with him/her?

Q: *I don't want to sign a five-year deal. Don't you have shorter terms?*

A: The NorVergence solution provides Free and Unlimited cellular and business telephone calling without restrictions to qualified applicants. To ensure that you receive these benefits continually with no increase in future communications costs, the service is initially awarded to you for five years. Additionally, every 12 months, you have the opportunity to review competitive pricing so that if any other carrier offers you the same service for less than you're spending with us, NorVergence will lower your total monthly payout to equal the lowest confirmed quote for the balance of your term.

Q: *(Can I cancel this Rental Agreement at anytime?)*

A: Yes, anytime during the approval process and before installation.

Q: *Can I cancel after installation?*

A: No, because at that point, NorVergence and Nortel Networks are committed to the manufacturing of your customized equipment and the local phone company is committed to providing you with a carrier neutral unlimited calling circuit at zero cents per minute. Your commitment is to receive the savings and benefits.

Q: *Who installs the solution?*

NorVergence will install the solution in conjunction with your PBX vendor and local phone company.

Q: *Who pays for installation?*

A: Installation is free. NorVergence absorbs all costs for installation.

Q: *Who does my bill come from?*

A: You get one monthly bill from the equipment rental company for the hardware and because this is a carrier neutral service, you get one from NorVergence for the Unlimited Calling Circuitry and this bill includes the unlimited cellular plan.

Q: *Who do I call for Customer Service?*

A: You can call 866 744 6678.

Q: *What if I want to move?*

A: The solution can be reinstalled anywhere in your state at a nominal charge.

Q: *(What happens if I can't dial out?)*

A: We realize that phone service is a business' lifeline, so as a precautionary measure, we pay to have your phone system programmed to perform a "least cost routing" function so that you always have the ability to make outbound calls. If there is ever a glitch in the local phone company unlimited calling circuitry your, phones will automatically cut over to your regular telephone lines.

OPEN COMPONENTS

WHO	Hello, Mr. Smith...
LETTER	To establish...
WHY	As we explained by phone...
MUST QUALIFY	Now, Mr. Smith, as I explain...
HOLD QUESTIONS	I'm going to need...
AVOID INTERRUPTIONS	Now, out of concern
GET POSITIONED	Lastly, I have some...
YOU'RE BUSY	Now, because we're swamped...
SIX BOMBS	If approved, you get...
COMPLETE SILENCE	(Get them to pull)
HOW	Now, to do this...
CATCH	Since the demand...
GET BILLS	Ok: In order to...
SET THE RETURN	Now, if you're not...
CLOSE	
INTRODUCE APPLICATION	Lastly, should I return...

CLOSE COMPONENTS

WHO AND WHAT	Hi, Bob. How are you today?
#S GREAT, CKTS LIMITED	Well, based on the engineering...
TAKE AWAY	So, if you are granted final approval...
ESTABLISH COSTS	Now, let's review your savings...
LINE COST REDUCTION	Now you currently have...
NO RISK CLOSE	Now, as we discussed last time...
NOT BINDING	[OPTIONAL CALM DOWN] Now, they will not issue final acceptance until you have passed credit review and they have decided who's getting this go around of facilities. Again, you are under no obligation until you are approved and receive final installation.
HOW IT WILL WORK	The last thing...
GIVE FAN	Finally, I need to give you...
QUESTIONS/GOOD LUCK	Do you have any questions...

C



Voice Line Replacement Diagram

12 Total Current Lines X \$ 20 Monthly Per-Line Charge = \$ 240 Total Monthly Line Charges

Total Current Lines Used for Voice: 10

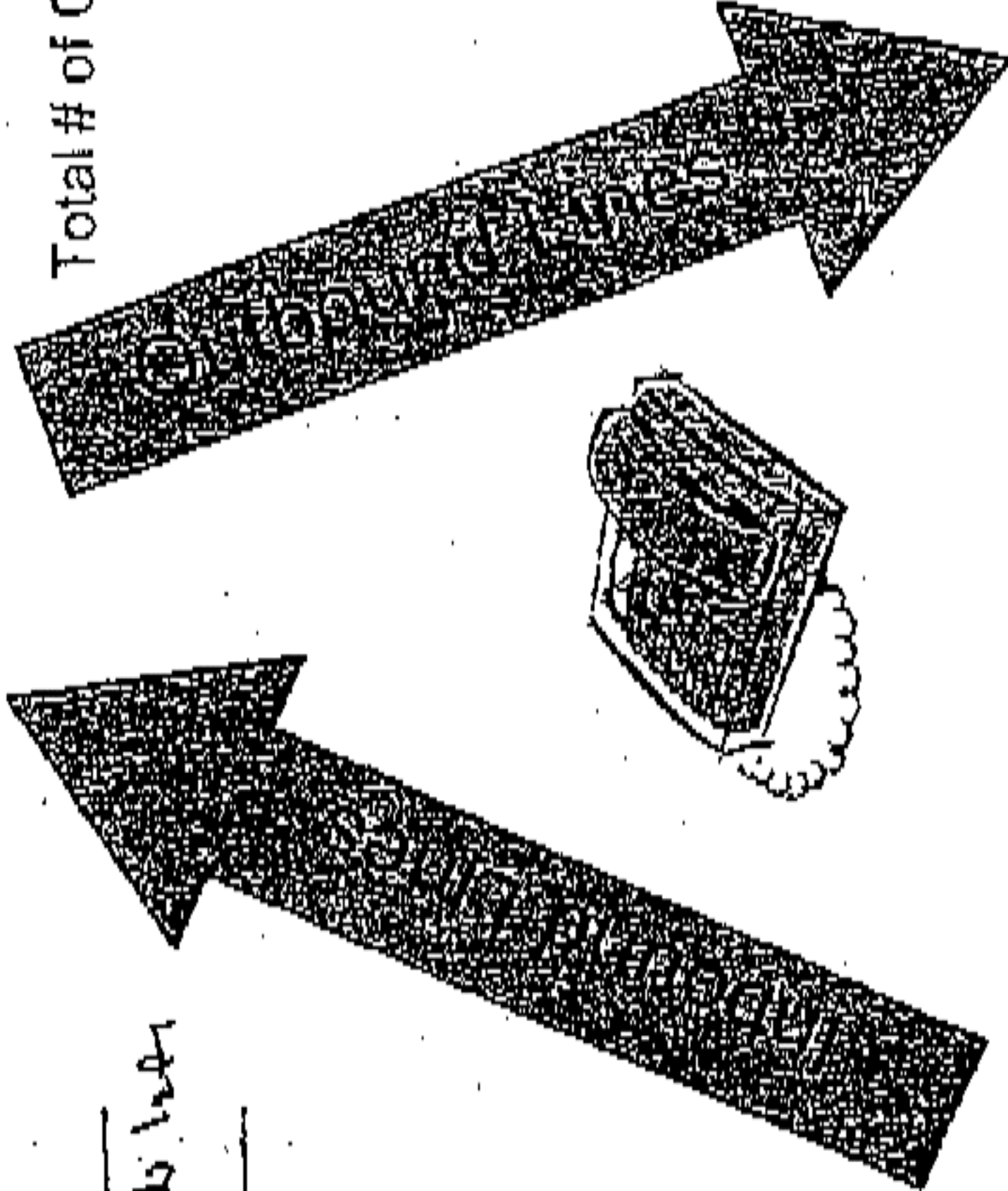
Total # of Outbound Lines to be Replaced: \$

Total # Inbound Voice Lines 5

It adds always per the big 100 list

Total # of Fax/Modem Lines 2

(Include fax and modem lines if appropriate)



Remaining Monthly Line Charges = \$ 140 (~~6 x \$20~~)

(Must match Proposal)

Monthly Line Replacement Savings \$ 100 (~~5 x \$20~~)

Annual Line Replacement Savings \$ 1200



Applicant Initials _____

Replacement MATRIX™ Lines*: 5

Annual Cost for MATRIX™ Lines: \$ 0

Engineering requires me to make sure you understand this so could you please return it to me.

*The one additional MATRIX line is dependent upon your phone system capacity.