

A MASTER'S
GUIDE:
WASTING MONEY
ON PHONES



OVERVIEW

Over the last few decades phone companies have become experts at getting every penny out of their customers and making it painful to leave for better, more cost-effective companies.

You need to become an expert in spotting these money traps in your phone bill and keep your business moving and profitable. We can help.

We've helped thousands of people review their phone bills and we've created a checklist that will help you see where you're spending too much and how your team is suffering because of old, outdated phone systems.

Once you see these tricks you won't fall for them again and you'll save thousands of dollars. We're excited you've downloaded this checklist and hope that saves you money immediately.



Here are some of the easiest ways to waste money on corporate phones.



Buy Company Cell Phones:

Cell phones are expensive and most of your people have their own devices. How much are you paying per line? How much are you paying in hardware?



Sign long contracts:

One of the oldest tricks is to lock customers into long and complicated contracts. This makes you feel stuck and held ransom. Do you have a signed agreement or has your account auto-renewed?



Overcharge for features:

Many times our customers have been overcharged by including antiquated features or ancillary services that aren't helpful to the health of the organization. How many simultaneous calls outside of your organization are occurring during your peak time of day? Peak season?



Phone Bill Creep:

If you feel your heart drop when you see the total your paying each month, you're not alone. Phone companies tend to slowly raise prices and add fees. Don't be the frog in the pot. How much has your phone bill increased over the last two or three years?

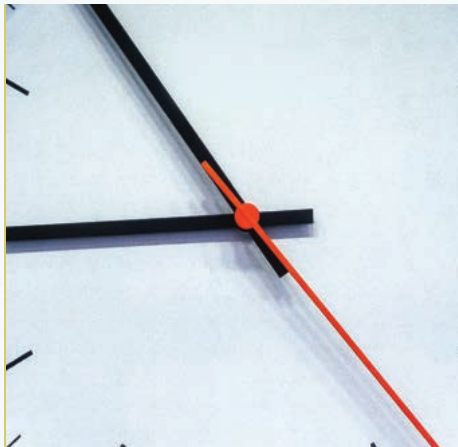


Split up the bill:

Some of our customers have multiple bills for additional services that are for ancillary services like POTS lines. When you compile the total amount you're paying, it can be nauseating.

Now that you've seen some of the easy ways money has been wasted on phone systems, it's time to dig into your specific business. With your phone bill in hand, here are some critical questions that will help you save money and buy services that will grow your business.

**Here are 8 Questions
you ask yourself
about your current
phone bill:**



— 1 —

**How many domestic
and toll free minutes
are you using?**



— 2 —

**How much are you
paying in
international usage?**



— 3 —

How many cell phone lines are on your bill?

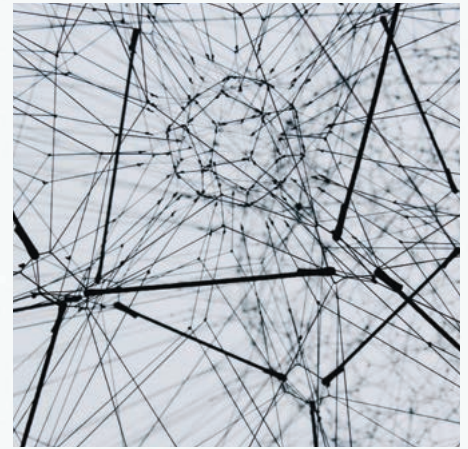
This is a major part of your bill, one of the best ways to save money is to do away with company cell phones and pay employees a reimbursement to have their phone and email on their phone.



— 4 —

Is your business phone on your device?

One of the biggest complications and frustrations of 2020 is how hard it is to get in touch with people who are working away from their desk. You have to be easy to get ahold of. You should have your business phone on your device.



— 5 —

What services are on the bill?

Sometimes the bill includes internet service and cable TV. These additional services might not be needed or were previously added to access a discount. -Do you use all of these services? Do they add value to your business month over month?



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How much are you paying in surcharges and taxes?

This may be the origin of the phrase, “the devil is in the details.” Companies waste more money through the slow bleed of “surcharges and taxes” than anywhere else on their phone bill. Examine each of these and challenge charges that are inflated or erroneous.



— 7 —

How many DIDs?

These are usually cheap on legacy services, but they are an easy way to overspend month to month. You more than likely have more than you need. One of the first things we can help you with is narrowing this number down and simplifying your phone tree.



— 8 —

How many toll free numbers?

One of the oldest tricks to get you to overspend is hanging on to toll free numbers. Because most cell service providers no longer charge for long distance calls, toll free numbers aren't needed and often tack on extra expense to your phone bill.

We give you the tools to take control of your phone bill and use every dollar to grow your business.



What could your business do if you cut expenses by thousands of dollars?

Now you see the tricks phone companies use to bleed you dry and you won't fall for them ever again.

You need to take what you've learned and get to work, we want to help you get the most out of your communication system. We can help with changing your carrier to save money and eliminate waste. We can also implement an entirely new, cloud-based phone system that makes you easy to hold of.

Let's talk.

I'm Andrew, the VP of Sales for Cortel. I've helped thousands of businesses grow their businesses by connecting through phone, video and chat.

Let's review your phone bill and save you loads of cash.