

## Overcoming Objections Of The Customer That Resists Getting Broadband Services Over Copper

Even these days, a service operator's Sales team will find that some small and medium business customers (SMBs) are convinced that getting a quality service requires getting service over fiber. If not addressed, that perception could be a barrier to selling Ethernet or Carrier Ethernet services over copper in some accounts. The good news is that this can be easily overcome, because the "push back" is merely the byproduct of having an outdated, point-in-time view based on having been barraged by years of repetitive advertising. Small and medium business customers were exposed to billions of dollars of advertising over the past couple of decades, advertising paid for by fiber-centric service providers that were explicitly trying to portray fiber roll outs as being the mark of a network quality. These operators were seeking to create perceptions of differentiation based on these huge investments, and they succeeded. Too well, in fact, because in succeeding they not only convinced those that could take advantage of fiber of its quality, they also convinced some of the very many customers that they would never be able to afford to run fiber to that this is the technology that they should definitely want. SMBs were only small users of broadband services at the time, but in future they would (and have) become an important source of demand and growth for high speed broadband and Ethernet services.

SMBs do not want to buy an access media; they do not want a spool of fiber on their desk. What SMBs actually want to buy is a broadband service with *specific service attributes*. They want to buy a certain amount of throughput, high reliability, and good performance that provides a pleasing quality of experience for the applications they use. The only

reason any of them ever thought any differently and focused on the access media is because service operators *trained* them to do this. And given that a lot of time has passed and that all the facts have changed in the interim, those customers can be *retrained* just as easily....you just need to give them the knowledge they need.

Service providers selling broadband over copper based Ethernet services need to have Sales focus first and foremost on what they are really selling: the service. Sell the quality of that service; the reliability of that service, the high availability of that service, and its future scalability. Emphasize how trouble free it will be, and how it will support the customer's business. And put it in simple terms that these smaller customers can understand. They may not relate to "five nines" or ".999988" availability – but they can relate to a service that will be up and running for all but a relatively few minutes per year. And they can understand the benefit of having a dedicated service in those cases where you are offering that.

If a customer themselves expresses interest in the access technology over which the service you are selling is being offered, you can explain that you are using copper because today, thanks to the advanced standards-based technology in Actelis' Networks' high performance broadband over copper solutions, copper offers all the reliability, bandwidth and performance they need for a great quality of experience. And it enables you to give them options in service providers and a great service that is competitively priced.