MIX NETWORKS

Auto Dealership Sales Playbook

POTS Replacement + Hosted Voice for Dealerships and Dealer Groups

Buyer Map | Compliance Triggers | Objection Matrix | Outreach Sequences | Discovery Scripts | Proposal Template

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1. Why Dealerships, Why Now

Auto dealerships are one of the highest-density POTS environments left in commercial real estate. A single franchised rooftop typically runs **20 to 50+ analog and digital lines** across the showroom, service drive, parts counter, F&I offices, and the physical plant — and the physical plant is where the copper hides: fire alarm panels, elevator phones in parts towers and multi-level service structures, gate and lot-entry boxes, car wash controllers, fuel and fluid telemetry, burglar alarms, and fax machines in F&I and parts.

Three forces make 2026 the selling window:

- **The copper sunset is no longer theoretical.** AT&T began permanently decommissioning copper in roughly 500 wire centers starting June 2026 and has filed to discontinue legacy TDM voice service on or after November 15, 2026 across 18 states. The FCC's March 2026 order stripped out most of the case-by-case discontinuance friction; customers now get 90-day written notice and roughly a 180-day window to move. Dealers holding discontinuance notices have a hard deadline, not a preference.
- **Legacy copper pricing is punitive.** Remaining business copper lines are climbing toward $100–$200 per line per month. At 10–30 specialty lines per rooftop, dealers are paying $1,500–$4,000+ per month for lines many of them cannot even inventory.
- **Compliance exposure is concentrated at dealerships.** Fire alarm communicators (NFPA 72), elevator phones (ASME A17.1), and monitored gate/entry systems all ride on the same failing copper — and the FTC's Safeguards Rule enforcement posture against dealers hardened in 2026, which makes 'compliant communications vendor' a phrase that gets meetings.

The wedge is POTS replacement. It is compliance-driven, deadline-driven, and does not require displacing the phone system on day one. Hosted Voice is the expansion: once MIX owns the life-safety lines and has proven the install, the aging PBX conversation is natural. Sell them together where the PBX is 7+ years old; sell POTS-first everywhere else.

The MIX advantage in one paragraph

MIX Networks is a Managed Facilities-based Voice Network (MFVN) provider delivering POTS-IN-A-BOX (DataRemote 90X1/90X2) — UL 864 (10th Ed.) compliant, California State Fire Marshal listed (Listing No. 7305-2384:0002), FDNY MFVN-recognized (Record ID 2025-TMFRAL-007143-VRNC), NFPA 72-aligned with primary and secondary pathways (WAN + 4G/5G), up to 48-hour battery backup, 24/7 proactive monitoring, geo-redundant data centers, and turnkey managed installation with documented test-and-turn-up on every line. Very few competitors can put both state fire marshal listings and a managed installation practice on the table. Lead with that.

2. Buyer Map

Dealerships are flat organizations with concentrated authority. Deals under ~$1,500/mo at a single rooftop close with the GM or Controller. Group-wide deals close with the CFO/COO at the management company. Map every opportunity to these roles before the first meeting.

Role	What They Own	What They Care About	Lead With	Deal Role
Dealer Principal / Owner	Everything; final say on capital and vendors at single stores	Liability, brand reputation, not getting embarrassed by an outage or a fire-inspection failure	Risk transfer: certified life-safety lines, monitored 24/7, one throat to choke	Economic buyer (single rooftop)
General Manager	P&L, day-to-day operations, vendor approval	Missed sales/service calls, Saturday uptime, monthly cost, zero disruption	Answer-rate and cost story; compliance urgency as the reason to act now	Economic buyer / champion
CFO / COO (dealer group)	Consolidated spend across rooftops, vendor rationalization	Predictable per-line pricing, one contract, one invoice, standardized infrastructure across stores	Group-wide line audit; fixed per-line pricing on 12–60 mo terms vs. escalating copper	Economic buyer (groups)
Controller / Office Manager	Phone bills, vendor invoices, day-to-day telecom decisions	The bill they cannot explain; carrier fee creep; who to call when something breaks	Free line-inventory audit; they usually cannot tie lines on the bill to devices in the building	Champion / access point
Fixed Operations Director	Service + parts P&L (often 50%+ of gross)	Service scheduling calls answered, techs reachable, parts fax still works	Missed-call economics in the service drive; queueing and overflow on Hosted Voice	Influencer / entry point
BDC Manager	Inbound/outbound call volume, appointments set	Call routing, recording, reporting, coaching	Hosted Voice analytics, recording, real-time dashboards	Influencer (UCaaS)
F&I Director	Finance office; deal funding via fax/e-contracting	Compliant call recording, secure fax for lender	Compliance-grade recording + secure	Influencer (compliance)

Role	What They Own	What They Care About	Lead With	Deal Role
		docs, Safeguards Rule audits	fax with delivery confirmation	
IT Manager (larger stores/groups)	Network, DMS connectivity, vendor technical vetting	QoS, failover, security posture, not adding to their workload	Managed service model: MIX monitors, manages, and supports; TLS/secure SIP; 4G/5G failover	Technical gatekeeper
Facilities / Service Manager	Building systems: fire panel, elevator, gates, car wash	Passing the fire inspection; elevator phone working when the inspector picks it up	AHJ-ready certification package; NFPA 72 Ch. 14 retest coordinated by MIX	Influencer / source of truth on line inventory

Access strategy

- **Single rooftop:** walk in or call for the GM or Controller. Dealerships are retail — physical access is easy and normal. Bring a one-page compliance leave-behind.
- **Dealer group:** go straight to the CFO/COO at the management company with a group-wide audit offer. Do not start at a store and try to work up; store managers cannot sign for the group.
- **20-Groups and state dealer associations:** one satisfied dealer principal is a referral engine into 15–20 peers who share performance data and vendor recommendations. Ask for the introduction explicitly at the 90-day review.

3. Compliance Triggers

Compliance is the door-opener because it converts a discretionary purchase into an obligation with a deadline and a named enforcer (the AHJ, the elevator inspector, the FTC). Use these triggers precisely — overstating code requirements destroys credibility with facilities people who live with inspectors.

3.1 Fire Alarm Communications — NFPA 72 / UL 864

- **The trigger:** nearly every dealership fire alarm control panel transmits to its central station over two copper POTS lines via a DACT. When the carrier retires those lines, the dealer's fire alarm monitoring path dies with them — and an unmonitored panel is a code violation the AHJ can act on, and a liability event the dealer's insurer will notice.
- **The standard:** fire alarm signal transmission is governed by NFPA 72, enforced locally by the Authority Having Jurisdiction (AHJ). NFPA 72 (2016) Chapter 26.6 defines the Managed Facilities-based Voice Network (MFVN) pathway that permits a managed provider to replace the copper path at the demarc while the separately listed fire alarm control unit continues operating unchanged.
- **The MIX answer:** the 90X1/90X2 satisfy 2016 NFPA 72 Ch. 26.6 and exceed NFPA 72 (2025) technical requirements with dual primary/secondary pathways (WAN + 4G/5G cellular), UL 864 (10th Ed.) compliance for use with compatible fire alarm control units, UL 62368-1 and UL 2054 listings, standby power monitoring, and up to 48 hours of battery backup — far beyond a typical UPS.
- **The proof points that win the facilities conversation:** California State Fire Marshal BML Listing No. 7305-2384:0002 (Category 7305), and FDNY Bureau of Fire Prevention Conditional Letter of Acceptance recognizing MIX as an MFVN for fire alarm signal transmission (Record ID 2025-TMFRAL-007143-VRNC). Two of the toughest fire authorities in the country have reviewed this platform.
- **The honest caveat that builds trust:** final approval always rests with the local AHJ, and after cutover the connected alarm system must be retested by authorized fire-alarm service personnel per NFPA 72 Chapter 14. MIX coordinates that verification as part of installation — Test Mode coordination, 60-second voltage-drop sequence, training-call validation, and confirmed return to Normal Mode. Say this proactively; it is a differentiator, not a weakness.

3.2 Elevator Emergency Phones — ASME A17.1

- **The trigger:** multi-level parts towers, service structures, and two-story showrooms have elevators, and every elevator car requires two-way emergency communication to a point where trained personnel can respond, with calls acknowledged (45-second divert-to-alternate requirements in current editions). These lines are almost always bare copper POTS, and the annual elevator inspection is the forcing event — an inspector who picks up a dead phone red-tags the elevator.
- **The MIX answer:** purpose-built elevator line engineering — MODEM-mode FXS, enhanced DID over a customized SIP trunk, and loop-current compensation for long copper runs — at $19.95–$34.95/line/month by term, with battery backup and cellular failover the copper line never had.
- **Positioning note:** newer ASME A17.1 editions (2019+) add video/text communication requirements in some jurisdictions as they are adopted. Do not promise A17.1-2019 messaging compliance; position MIX as the compliant, monitored transport for the existing

two-way voice system and defer edition-specific questions to the site survey and the elevator contractor.

3.3 FTC Safeguards Rule — the Dealership-Specific Angle

- **The trigger:** dealerships are 'financial institutions' under GLBA, and the FTC's 2026 posture has shifted from guidance to enforcement. Dealers must maintain a written information security program, MFA, encryption of customer information in transit and at rest, and — critically for us — formal oversight of every vendor touching customer information, including OEM-mandated platforms.
- **Where MIX fits (be precise):** MIX is not a Safeguards compliance product and should never be pitched as one. The legitimate angles are: (1) compliant call recording for F&I and BDC with controlled access; (2) secure fax — TLS-encrypted transfers, authenticated portals, protected storage, audit-ready delivery confirmation — replacing the analog fax machines that lender documents still flow through; and (3) being the kind of documented, security-forward vendor (TLS, secure SIP, MFA on device UI, firewall defaults) that survives the dealer's vendor risk assessment instead of failing it.

3.4 Gate, Lot Security, and Ancillary Systems

- Monitored burglar alarms on inventory lots, gate and door-entry call boxes, after-hours key drops, car wash and fuel-island telemetry, POS/ATM lines in service waiting areas — all analog, all copper, all replaceable on the same 90X2 (8 FXS ports per unit). None are glamorous; together they are the line count that makes the deal.

3.5 Compliance Trigger Quick Card

System at the Dealership	Governing Standard / Enforcer	Forcing Event	MIX Answer
Fire alarm panel (DACT, 2 lines)	NFPA 72 / local AHJ; UL 864 equipment	Copper discontinuance notice; failed inspection; insurer audit	90X1/90X2 MFVN path; UL 864 10th Ed.; CSFM + FDNY recognition; Ch. 14 retest coordinated
Elevator emergency phone	ASME A17.1 / elevator inspector	Annual elevator inspection; dead line	Specialty Voice & Elevator line $19.95–$34.95/mo; MODEM-mode FXS engineering
F&I call recording & fax	FTC Safeguards Rule / FTC	2026 enforcement wave; vendor risk assessment	Compliant recording; secure fax w/ encryption + audit trail
Burglar alarm / gate / entry	Alarm monitoring agreements; insurer	Copper retirement; false-alarm fines from line noise	Specialty Alarm/Data lines on 90X2; 48-hr battery; cellular failover
E-911 / location routing	Kari's Law / RAY BAUM'S Act	Any phone system replacement	Hosted Voice with proper dispatchable location provisioning

4. Line Inventory: Where the Copper Hides

Dealers reliably underestimate their line count because the bills are scattered across carriers and nobody has walked the demarc in years. This checklist is the backbone of the free communication audit — it is how you find 12 lines where the Controller thought there were 5.

Zone	Likely Analog Lines	Typical Count
Showroom / reception	Main numbers on legacy PBX trunks, overhead paging, courtesy phones	2–8
F&I offices	Fax to lenders, dedicated credit/DMS modem lines, recorded lines	2–5
Service drive & shop	Service scheduling lines, shop intercom/paging, tech phones, air/fluid telemetry	4–10
Parts department	Parts counter lines, parts fax (still heavily used with wholesale accounts), inventory modems	2–5
Physical plant	Fire alarm panel (2), elevator phone(s), burglar alarm, sprinkler supervisory, gate/door boxes	4–8
Lot & exterior	Gate entry, key drop, lot security dialers, car wash controller, fuel island	2–6
Back office	Accounting fax, postage meter, franchise/OEM reporting modems, ATM/vending	2–4

Rule of thumb: a mature single-point franchise store yields 10–20 specialty (non-voice-system) lines for POTS replacement plus 15–40 hosted voice seats. A 5-rooftop group is a 50–100 specialty-line opportunity on one contract.

5. Solution Packaging and Deal Math

5.1 The Two-Product Motion

- **Wedge — POTS Replacement (POTS-IN-A-BOX):** 90X2 (4G/LTE, 8 FXS) or 90X1 (5G, 8 FXS) at the demarc; existing analog equipment operates unchanged. Fixed per-line pricing by term replaces escalating copper. Compliance-certified for the life-safety lines.
- **Expansion — Hosted Voice:** user seats at $14.95/mo with features and DID, auto attendant, call queues, UCFone mobile/desktop at $6.95/user, call recording, analytics; Yealink T54W/T57W hardware amortized over 36–60 months; QoS router with monitoring at $15/mo and 4G LTE failover at $30/mo for business continuity.
- **Attach — Secure Fax:** virtual fax at $15.95/mo, on-site ATA options preserving existing machines, fax-enabled users at $5.95/mo. Sell into F&I and parts on the Safeguards/security story.

5.2 Reference Deal: Single Franchised Rooftop

Assumptions: 12 specialty lines (2 fire alarm, 1 elevator, 3 fax/modem, 2 burglar/gate, 2 data, 2 misc voice ring-down), two 90X2 units, 36-month term. MSRP reference pricing, updated 5/29/26.

Component	Qty	Unit (36 mo)	Monthly
Specialty line — Fax/Modem/Alarm/Data	8	$39.95	$319.60
Specialty line — Voice & Elevator	4	$24.95	$99.80
PIAB 90X2 hardware (amortized)	2	$12.00	$24.00
90X2 maintenance	2	$6.00	$12.00
POTS replacement subtotal			$455.40/mo
vs. copper at $100–$200/line x 12 lines			$1,200–$2,400/mo
Indicative monthly savings			$745–$1,945 (62–81%)

One-time: provisioning/staging/kitting $45 per device; site survey and installation at $165/hour (2-hour minimum), quoted per Statement of Work after survey. At 60-month terms, line pricing drops to $29.95/$19.95 and the savings story strengthens further.

5.3 Reference Deal: Add Hosted Voice

Component	Qty	Unit	Monthly
User seats (features, DID, user)	25	$14.95	$373.75
Auto attendant	2	$14.95	$29.90
UCFone mobile/desktop (BDC + managers)	10	$6.95	$69.50
QoS router monitoring & management	1	$15.00	$15.00

Component	Qty	Unit	Monthly
4G LTE failover (basic)	1	$30.00	$30.00
Peplink B One Plus license (InControl)	1	$9.00	$9.00
Yealink T54W phones (36-mo amortized)	25	$7.80	$195.00
Hosted Voice subtotal			$722.15/mo

Combined rooftop MRR: roughly $1,175/month — typically at or below what the dealer currently pays for copper specialty lines alone, while adding a modern phone system, failover, recording, and analytics. That is the one-slide economic story: **keep your spend flat, replace everything, become compliant, and get a phone system out of it.**

6. Objection Matrix

Objection	What It Really Means	Response
“We already have a phone system.”	They think you are selling phones. You are not, yet.	“Keep it. I am here about the copper lines behind your fire panel, elevator, and gates — the ones AT&T is retiring. Those move regardless of your phone system. When was the PBX installed, out of curiosity?” If 7+ years old, plant the Hosted Voice seed for phase two.
“We're under contract.”	They assume the contract covers everything and blocks action.	“For the phone system, maybe. Your analog specialty lines are usually month-to-month tariff services, and if the carrier files discontinuance, the contract will not keep the copper alive. When does the agreement expire? A 90-day runway is enough to scope the transition properly.”
“Our alarm company handles the fire lines.”	Confusion between the alarm panel (theirs) and the transport (yours).	“They monitor the panel; they do not own the phone lines it dials out on. We replace the transport at the demarc — your panel, your alarm company, and your central station all stay exactly as they are. We coordinate the NFPA 72 Chapter 14 retest with your alarm vendor so nothing is left untested.”
“Cellular is not reliable enough for a fire alarm.”	Legitimate technical concern; respect it.	“Agreed — a bare cellular dialer would not be. This is a managed MFVN: primary path over your broadband, cellular as secondary, 48-hour battery, 24/7 monitored, UL 864 10th Edition, and accepted by both the California State Fire Marshal and FDNY. Your AHJ gets a full certification package before we touch anything.”
“We don't want disruption — Saturday is our biggest day.”	Fear of a botched cutover killing a revenue day.	“Every install runs a documented three-stage process — prep, install/turn-up, cross-connect — with each line tested and photographed before we declare it done. Cutovers are scheduled around your service schedule, and your analog equipment does not change. Ask our other dealer references how their cutover went.”
“We'll wait until the carrier forces us.”	No perceived deadline.	“The notice gives you 90 days, and the queue of businesses scrambling in your wire center all hit the same integrators at once. Moving now means you choose the timeline, lock 36–60 month pricing at $19.95–$39.95/line instead of paying $100–$200 on copper while you wait, and never risk an unmonitored fire panel.”

Objection	What It Really Means	Response
“Can't our internet provider / IT company do this?”	Commodity framing; they do not see the life-safety distinction.	“For the office lines, probably. For fire alarm and elevator circuits, the AHJ will ask for UL 864 equipment and an MFVN provider — a generic ATA on a cable modem fails that conversation. Ask them for their fire marshal listings; that is the whole difference.”
“We tried VoIP and the quality was bad.”	Prior DIY or over-the-top deployment without QoS.	“Bad VoIP is almost always an unmanaged network problem. We deploy a managed QoS router, monitor it 24/7, and add LTE failover — voice gets priority and a backup path. That is also why we survey the site before quoting instead of shipping boxes.”
“Price is higher than what I pay per line today.”	Comparing against an old tariff rate they have not audited.	“Pull the last three months of bills and let us run the free audit. Dealers are consistently paying more than they think — fee creep on copper has been running for years. If the audit shows we cannot save you money, you will at least own a line inventory nobody in the building currently has.”
“The GM makes that call and he's busy.”	Gatekeeper deflection.	“Understood — that is why I would rather leave him a one-page compliance summary than take his time. If the fire alarm lines fail an inspection, it lands on his desk anyway. Could we get 15 minutes Tuesday morning before the floor gets busy?”
“We're consolidating vendors at the group level.”	Buying authority has moved up; this is an opportunity, not a block.	“Perfect — that is exactly how we prefer to work. One contract, one invoice, standardized hardware and pricing across every rooftop, group-level reporting. Who owns that consolidation? I will bring a group-wide audit proposal instead of a store quote.”
“Send me something.”	Polite exit.	“Happy to. So it is actually useful rather than generic: how many locations, and do you know offhand whether your fire alarm and elevator lines are still on copper? That is all I need to send a savings-and-compliance snapshot rather than a brochure.”

7. Sequenced Outreach

Two cadences: Sequence A targets single-rooftop GMs/Controllers; Sequence B targets dealer-group CFOs/COOs. Both are 8 touches over ~21 days, mixing email, phone, LinkedIn, and (for A) walk-ins — dealerships are one of the few verticals where walk-ins still convert. Personalize the first line of every email with something real: their brands, building age, wire center status, a recent expansion.

7.1 Sequence A — Single Rooftop (GM / Controller)

Day	Channel	Touch
1	Email 1	Compliance trigger: copper retirement + fire/elevator lines (copy below)
3	Call + VM	Reference Email 1; offer the free line audit (script below)
5	LinkedIn	Connect with GM; no pitch in the invite
8	Email 2	Cost angle: $100–$200/line copper math (copy below)
10	Walk-in	Ask for GM or Controller; leave one-page compliance sheet with a handwritten note
14	Email 3	Missed-call / Saturday angle, service department focus (copy below)
17	Call	Direct ask: 20-minute audit meeting; two proposed time slots
21	Email 4	Breakup email with the audit checklist attached (copy below)

Email 1 — Compliance trigger (Day 1)

Subject: The copper lines behind your fire panel at [Dealership]

[First name] —

AT&T started permanently shutting down copper wire centers in June and has filed to end legacy phone service in 18 states as of this November. The lines that go first at dealerships are the ones nobody looks at: fire alarm panel, elevator phone, gate boxes, and the fax machines in F&I and parts.

If your fire alarm still dials out over two copper lines (most do), that monitoring path dies with the copper — and an unmonitored panel is a problem with your fire inspector and your insurer, not just your phone bill.

We replace those lines with a fire-marshal-listed, monitored solution — your panel, alarm company, and equipment stay exactly as they are. Usually at half or less of what the copper costs.

Worth 20 minutes for a free line inventory? I will walk your demarc and hand you a building map of every analog line you are paying for. Most controllers have never seen one.

[Signature]

Email 2 — Cost angle (Day 8)

Subject: What [Dealership] is probably paying for 12 phone lines

[First name] —

Quick math from stores like yours: a franchised rooftop typically runs 10–20 legacy analog lines (fire, elevator, gates, fax, alarms, modems). Copper business lines are now running $100–$200 each per month, and rising — carriers price the remaining copper to push you off it.

That is $1,200–$4,000/month for lines most stores cannot even inventory. Our replacement runs $19.95–$39.95 per line on a fixed term, on equipment certified for fire alarm and elevator use.

The audit is free and takes about an hour on site. Worst case, you get a clean inventory of every line and what it is for. When is bad for you — early morning or after the Saturday rush?

[Signature]

Email 3 — Service department angle (Day 14)

Subject: Saturday mornings in your service drive

[First name] —

Different angle from my last two notes. Beyond the copper lines, most dealers we audit are missing 15–25% of inbound service calls at peak — Saturday mornings especially — and every missed service call is an RO that books somewhere else.

Our hosted platform gives your service BDC call queues, overflow routing to mobiles, recording for coaching, and a dashboard your GM can see live. It rides the same project as the line replacement, one vendor, one bill.

Happy to show you your own numbers: we can usually estimate your answer rate from carrier reports before changing anything. 20 minutes?

[Signature]

Email 4 — Breakup (Day 21)

Subject: Closing the file on [Dealership] — one thing before I do

[First name] —

I will stop reaching out after this. Before I do, attached is the one-page checklist we use to audit dealership analog lines — fire, elevator, gates, fax, alarms. Hand it to your facilities or service manager; if everything checks out on copper that is not scheduled for retirement, you genuinely do not need me.

If anything on that list is uncertain — especially the fire panel lines — my number is below. The carriers' timelines will not wait, but the audit is free whenever you want it.

[Signature]

Cold call / voicemail script (Day 3)

Live: “Hi [name], [rep] with MIX Networks — I will be brief. We replace the copper phone lines dealerships have on fire panels, elevators, and gates before the carriers shut them off — we are fire-marshal listed for exactly that. I am not asking you to change your phone system. I am asking for 20 minutes to walk your building and hand you a free inventory of every analog line you are paying for. Would Tuesday early or Thursday after lunch be better?”

Voicemail (under 25 seconds): “Hi [name], [rep], MIX Networks. AT&T is retiring the copper lines that most dealerships still have on their fire alarm and elevator phones. We replace those with fire-marshal-listed equipment, usually at less than half the cost. I sent an email this morning with the details — [callback number]. Thanks.”

7.2 Sequence B — Dealer Group (CFO / COO)

Day	Channel	Touch
1	Email 1	Group-wide framing: consolidated line audit across all rooftops; fixed per-line pricing vs. copper escalation; one contract, one invoice
3	LinkedIn	Connect; comment substantively on a company post if one exists
5	Call + VM	Reference the audit; name-drop line counts from comparable groups (“a 6-store group we audited found 71 billable analog lines; they could map 44 of them”)
9	Email 2	Risk framing: unmonitored fire panels and failed elevator inspections across N rooftops are a group-level liability, not a store problem; FTC Safeguards vendor-oversight angle for F&I recording/fax
12	Email 3	Standardization: identical hardware, pricing, and support across every store; group dashboard; add-a-store pricing locked for the term
16	Call	Direct ask: 30 minutes with CFO + whoever owns facilities; propose piloting the audit at their two oldest rooftops
19	Email 4	Pilot proposal in writing: free audit of 2 stores, findings deck to the group office, no obligation
23	Email 5	Breakup with the audit checklist and a reference offer (another group principal willing to take a call)

Cadence discipline: log every touch, stop the sequence the moment they engage, and never send touch 4 to someone who answered touch 2. Groups talk; sloppy sequencing at one store reaches the CFO.

8. Discovery Scripts

8.1 First Meeting Script (20–30 minutes, GM or Controller)

Open (2 min):

"Thanks for the time. My goal today is simple: understand what is riding on your analog lines and what you are paying, and tell you honestly whether we can save you money and compliance risk. If we can't, I will tell you that too. Fair?"

Situation — line inventory (5 min):

1. How many phone lines do you think the store has, all-in? Who would actually know? (Answer is usually facilities or the service manager — get the introduction.)
2. Is your fire alarm panel monitored, and do you know what it dials out on? When was your last fire inspection, and did communications come up?
3. Do you have elevators on site — parts tower, service structure? When is the next elevator inspection?
4. Gates, key drops, lot security, car wash, fuel island — any of those on phone lines?
5. Where does faxing still happen — F&I lender docs, parts wholesale? How many machines?

Situation — carrier and spend (5 min):

1. Have you received any letters from AT&T/[ILEC] about copper retirement or service discontinuance? Who opens those?
2. Can we pull the last 2–3 months of telecom bills? What is the total across all carriers? Any charges nobody can explain?
3. Any contracts in force — phone system, carrier, alarm monitoring? Expiration dates?

Situation — phone system and call handling (5 min):

1. What phone system are you on, and when was it installed? Still under manufacturer support?
2. What happens to a service call that rings during Saturday rush? Do you know your answer rate? Does the BDC have queues, recording, reporting?
3. Does F&I record calls today? Has the Safeguards Rule come up in your compliance reviews?
4. What happens to phones when internet or power goes out?

Quantify and close (5 min):

"Based on what you have described — roughly [N] specialty lines, a [age] phone system, and [compliance gap] — here is what I propose: we do the site survey, at no cost and no obligation. Our team inventories every analog line, identifies the life-safety circuits, and returns a building-by-building replacement plan with firm pricing. You will own that document regardless of what you decide. Can we get your facilities manager and a bill copy together next [day]?"

8.2 On-Site Audit Checklist

- Walk the demarc/MPOE: photograph the 66 blocks, count active pairs, trace tags.
- Fire alarm panel: record make/model, monitoring company, number of dial-out lines, last test date.

- Elevator machine room: line per car, phone functionality test (with permission), inspection sticker date.
- Perimeter: gate boxes, key drops, security dialers, car wash, fuel island, EV charger comms.
- F&I and parts: fax machines in active use, modem lines to lenders/DMS/OEM.
- Phone room: PBX make/model/age, trunk types, UPS condition, network switch capacity/PoE.
- Bills: reconcile every billed line to a physical device; flag orphans (lines billed with nothing attached — instant savings and instant credibility).
- Internet: provider, bandwidth, static IPs, existing failover; note cellular signal strength at the demarc for the 4G/5G secondary path.

8.3 Qualification Standard (exit criteria for a real opportunity)

- **Trigger confirmed:** discontinuance notice received, inspection scheduled, PBX end-of-support, new construction/remodel, or acquisition integration.
- **Line count validated:** 8+ specialty lines (single store) or 30+ (group) makes the economics decisive.
- **Power mapped:** economic buyer identified and aware; facilities source-of-truth engaged.
- **Spend known:** bills in hand or committed for the survey.
- **Next step dated:** site survey scheduled with facilities present — a survey without facilities is a re-do.

9. Proposal Template

Use this structure for every dealership proposal. Keep it under 10 pages; dealers do not read 30-page proposals. Bracketed fields are fill-ins from the site survey. Anchor every number to the Site Survey Report so pricing reads as engineered, not quoted.

Section 1 — Cover and Executive Summary

Title: Copper Line Replacement and Voice Modernization for [Dealership/Group Name]

Prepared for: [Name, Title] | Prepared by: [Rep, MIX Networks] | Date: [Date] | Valid: 30 days

Executive summary (5 sentences max): [Dealership] operates [N] analog lines across [sites], including [X] life-safety circuits (fire alarm, elevator) currently on carrier copper scheduled for retirement. This proposal replaces those lines with MIX Networks' managed, fire-marshal-listed POTS replacement platform and [optionally] modernizes the store's phone system on MIX Hosted Voice. Monthly telecom spend moves from approximately $[current] to $[proposed], a [%] reduction, on fixed pricing for [term] months. All life-safety circuits gain battery backup, cellular failover, and 24/7 monitoring they do not have today. Installation is fully managed, tested line-by-line, and scheduled around dealership operations.

Section 2 — Current State (from Site Survey Report)

- Line inventory table: line number, location, purpose, carrier, monthly cost, disposition (replace / port / disconnect).
- Orphan lines identified for disconnection: [N] lines, $[amount]/mo in immediate savings.
- Compliance exposures found: [fire panel on copper; elevator line untested; etc.] — stated factually, no fear language.
- Carrier retirement status for the serving wire center, if known.

Section 3 — Proposed Solution

- **POTS Replacement:** [N] x 90X2/90X1 at [locations]; line-by-line mapping of every circuit to an FXS port; primary path over existing broadband, secondary over 4G/5G; up to 48-hour battery backup; 24/7 monitoring with proactive notification.
- **Compliance package:** UL 864 (10th Ed.) compliance, UL 62368-1, UL 2054; NFPA 72 Ch. 26.6 MFVN architecture; CSFM Listing 7305-2384:0002; FDNY MFVN recognition (2025-TMFRAL-007143-VRNC); FCC Part 68/15; documentation packet delivered for the dealer's AHJ and insurer; NFPA 72 Ch. 14 retest coordinated with [alarm company] at cutover.
- **Hosted Voice (if in scope):** [N] user seats, auto attendants, service/BDC queues, call recording [F&I retention policy noted], UCFone mobile apps, [N] Yealink T54W/T57W handsets, managed QoS router with LTE failover.
- **Secure Fax (if in scope):** virtual and/or ATA-based fax for F&I and parts with encrypted transfer and delivery confirmation.

Section 4 — Implementation Plan

1. Install Prep: provisioning, staging, SIM activation, and SIP registration completed before equipment ships; cutover calendar agreed with [GM/Service Manager] avoiding [Saturdays/month-end].
2. Install / Test-and-Turn-Up: field installation, DMARC/66-block cross-connect, functional test on every line, photographed and documented.
3. Life-safety verification: alarm Test Mode coordination, 60-second voltage-drop sequence, training-call validation, confirmed return to Normal Mode; NFPA 72 Ch. 14 retest with authorized fire-alarm personnel.
4. Number porting and copper disconnects: MIX manages LNP; copper lines disconnected only after verified service on every circuit.
5. Training and handoff: on-site or remote admin/user training; 24/7 U.S.-based support; [quarterly] business reviews.

Section 5 — Investment

Reproduce the deal-math tables from Section 5 of this playbook with surveyed quantities. Show three columns — 36/48/60-month terms — and a side-by-side against current documented spend. Itemize one-time charges (provisioning $45/device; installation per SOW at $165/hr, 2-hr minimum) separately from MRR. End with:

“Pricing is firm for 30 days and based on the Site Survey Report dated [date]. Line counts verified at installation; additions priced at the same per-line rate for the term.”

Section 6 — Why MIX Networks

- 20+ years of telecom operating history; MFVN provider, not a hardware drop-shipper.
- Only proposal on the table with CSFM and FDNY recognition for the life-safety replacement path [verify vs. actual competitors].
- Geo-redundant carrier-grade core (Dallas, Secaucus, Lakeland, Ashburn, Las Vegas), 99.999% uptime target.
- Managed installation with photographed, line-by-line test documentation — references from multi-site operators available on request.

Section 7 — Acceptance

Signature block, term selection checkbox (36/48/60), PO/billing details, and the next-step sentence: “Upon acceptance, MIX will schedule Install Prep within [X] business days and provide a named project coordinator.”

10. Running the Play: First 90 Days

Weeks	Activity	Target
1–2	Build territory list: NADA directory, state DMV dealer license DB, Google Maps; prioritize 10+ year-old buildings and multi-rooftop groups; identify wire centers with announced retirements	100 rooftops listed, 25 flagged priority
2–6	Run Sequence A on 25 priority rooftops; Sequence B on 5 groups; walk in on every priority store within 15 minutes' drive	10 audit meetings booked
4–10	Deliver free audits with facilities present; produce Site Survey Reports; convert to proposals within 5 business days of survey	6 proposals out
8–13	Close, install, and immediately harvest: group expansion, 20-Group referral ask, quarterly review calendar	2–3 closed rooftops; 1 group pilot

KPIs that matter: audits delivered (the whole funnel keys off this), audit-to-proposal rate (target 60%+), proposal-to-close rate (target 40%+ — compliance-triggered deals close high), average lines per closed rooftop, and expansion revenue per account at 12 months. If audits are not converting, the audit report is too thin — it should always surface orphan lines and at least one compliance finding.

Final discipline note: never oversell the compliance story. The rep who says “the AHJ decides, we bring the documentation and coordinate the retest” beats the rep who promises blanket compliance — because the facilities manager knows the difference, and the facilities manager is who the GM asks.