MIX NETWORKS

Education Sales Playbook

POTS Replacement + Hosted Voice for K-12 Districts, Private Schools, and Campus Facilities

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

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1. Why Education, Why Now

Education is the vertical MIX has already productized: the district-facing offer document (Copper Line Replacement, Secure Fax and Managed Installation for School Districts & Campus Facilities) exists, the certification package is assembled, and TAA compliance answers the public-procurement question before it is asked. This playbook operationalizes that offer into a repeatable selling motion.

Why districts are a structurally strong target:

- **Multi-site sprawl on one signature.** A mid-size district runs dozens of analog lines across schools, gyms, portables, bus garages, stadiums, and administrative buildings — 3–8 specialty lines per building, 30–80+ district-wide — and one business official signs for all of it. Districts are dealer groups with a board calendar.
- **The copper deadline hits public budgets hardest.** AT&T began decommissioning copper wire centers in June 2026, with TDM discontinuance filings effective on or after November 15, 2026 across 18 states and 90-day customer notice under the FCC's streamlined framework. At $100–$200 per copper line per month, a 40-line district burns $48,000–$96,000 a year on lines the business office cannot inventory — unbudgeted escalation in a sector where every dollar is fought for publicly. Note: E-Rate stopped funding voice services years ago, so this spend is 100% local money. That makes the savings story sharper here than anywhere else.
- **Life-safety exposure in buildings full of children.** Fire alarm communicators, elevator phones, emergency call boxes, and door/gate systems ride on failing copper. No superintendent wants to explain an unmonitored fire panel to a school board — or a reporter.
- **A hard operational deadline that works in our favor: summer.** Districts want zero disruption during the school year. The selling season is January–May (budget development for the July fiscal year), and the install season is June–August. A rep who understands that calendar and proposes summer test-and-turn-up is speaking the district's language. Miss the spring window and the deal slips a full year.
- **Referenceable proof exists.** MIX's district offer, education vertical page, and assisted living/education use cases give the rep public artifacts to attach — and the certification package (CSFM, FDNY, UL 864, TAA) reads like it was written for a district facilities committee, because it was.

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 dual pathways (WAN + 4G/5G), up to 48-hour battery backup, 24/7 proactive monitoring, geo-redundant data centers, secure fax for records and health-office flows, TAA-compliant equipment for public procurement, and turnkey managed installation with line-by-line test documentation — deliverable building-by-building across a district on a summer schedule.

2. Buyer Map

District purchasing is committee-driven and calendar-bound, but the committee is small and identifiable. The business official owns the money, facilities owns the problem, technology owns the network, and the board ratifies. Private schools compress all four roles into a head of school and a business manager — same play, faster cycle.

Role	What They Own	What They Care About	Lead With	Deal Role
Asst. Superintendent / CFO / Business Official	District budget, contracts, procurement compliance	Unbudgeted cost escalation, audit findings, board optics, procurement rules	The E-Rate-less copper bill: $48K–$96K/yr of local money for unmapped lines; fixed-term pricing; TAA compliance	Economic buyer
Director of Facilities / Maintenance	Fire panels, elevators, buildings, inspections across every site	Passing fire marshal inspections, elevator certs, not being the reason a school fails a walkthrough	AHJ-ready certification package; NFPA 72 Ch. 14 retest coordinated; one monitored platform across all buildings	Champion / source of truth
Director of Technology / CTO	Network, phones, E-Rate filings, security	Not adding unmanaged devices to the network; QoS; vendor support quality; summer workload	Fully managed service — MIX monitors and supports; secure SIP/TLS; staged summer rollout that does not consume their team	Technical gatekeeper / champion
Superintendent	District performance, safety, public trust	Student safety, board and community confidence, no surprises	One-page safety-modernization summary; peer districts as references	Executive sponsor (rarely hands-on)
School Board	Budget ratification, contract approval above thresholds	Fiscal stewardship, safety, transparency	Board-packet-ready one-pager: savings, safety, certifications; agenda timing	Ratifier — plan for their calendar
Purchasing / Procurement Agent	Bid thresholds, cooperative contracts, RFP process	Process compliance, protest risk	Cooperative purchasing vehicles where available; quote structured under thresholds where legitimate; TAA equipment	Process gatekeeper

Role	What They Own	What They Care About	Lead With	Deal Role
Principals / Front Office	Building operations, parent communication	Attendance lines answered, all-call paging, front-door security	Hosted Voice: auto attendants, attendance mailboxes, paging integration, direct-dial 911 from any classroom	Influencers (Hosted Voice)
Safety / SRO Coordinator	Emergency plans, drills, panic protocols	911 accuracy, lockdown communications, call box reliability	Kari's Law/RAY BAUM'S dispatchable location per classroom; monitored call boxes with battery + cellular backup	Influencer (safety)
ESC / BOCES / Co-op Leadership	Shared services for member districts	Member value, aggregated pricing	One audit-and-pricing framework offered to every member district	Multiplier channel

Access strategy

- **Single district:** open with the Director of Facilities (owns the pain, easiest meeting) and the Business Official (owns the money) in parallel. Facilities validates the problem; the business official sponsors the audit.
- **Timing discipline:** prospect September–December, propose January–April, board approval April–June, install June–August. A proposal delivered in October competes with nothing and waits eight months; a proposal delivered in March rides the budget cycle.
- **Multipliers:** educational service centers, BOCES, and purchasing co-ops can sponsor the audit framework to dozens of member districts; state school plant management associations and school business official associations (ASBO chapters) are the conference circuit that matters.
- **Private schools and small colleges:** same building systems, no board procurement friction — head of school and business manager close in weeks, and summer still rules the install calendar.

3. Compliance Triggers

For schools, compliance is the deciding factor — the district offer document says it outright. The facilities director lives with the fire marshal, the elevator inspector, and the district's insurer. Precision wins; overstatement loses the room.

3.1 Fire Alarm Communications — NFPA 72 / UL 864

- **The trigger:** every school building's fire alarm control panel transmits to its central station over copper POTS via DACT — typically two lines per building, times every building in the district. Copper retirement severs the monitoring path; an unmonitored panel in an occupied school is a code violation, an insurance problem, and a headline risk.
- **The standard:** NFPA 72, enforced by the local AHJ (often the state fire marshal for schools). NFPA 72 (2016) Chapter 26.6 defines the MFVN pathway: a managed provider replaces the copper at the demarc while the separately listed fire alarm control unit operates unchanged — no forklift upgrade of panels the district cannot afford to replace.
- **The MIX answer:** 90X1/90X2 satisfy 2016 NFPA 72 Ch. 26.6 and exceed NFPA 72 (2025) technical requirements — dual pathways (WAN + 4G/5G), UL 864 (10th Ed.) compliance, UL 62368-1 and UL 2054, standby power monitoring, up to 48-hour battery. CSFM Listing No. 7305-2384:0002 and FDNY MFVN recognition (Record ID 2025-TMFRAL-007143-VRNC) close the credibility question with any facilities committee.
- **The trust-building caveat:** final approval rests with the local AHJ, and the alarm system must be retested per NFPA 72 Chapter 14 after cutover — Test Mode coordination, 60-second voltage-drop sequence, training-call validation, confirmed return to Normal Mode, all coordinated by MIX. Offer the AHJ documentation package proactively.

3.2 E-911 — Kari's Law and RAY BAUM'S Act

- **The trigger:** federal law requires multi-line telephone systems to support direct 911 dialing (no prefix) with on-site notification (Kari's Law) and to deliver dispatchable location — building, floor, room — to the PSAP (RAY BAUM'S Act). Districts running 15–20 year old PBX/Centrex systems are frequently out of compliance, and most do not know it. A 911 call from a classroom that reaches dispatch showing only the district office address is exactly the failure these laws target.
- **The MIX answer:** Hosted Voice provisioned with direct 911, on-site notification to front office/SRO, and per-classroom dispatchable location. This is the single strongest Hosted Voice trigger in education — it converts a phone system refresh from a cost conversation into a safety-compliance conversation.

3.3 School Safety Legislation — Silent Panic and Emergency Communications

- **The trigger:** a growing number of states have enacted silent panic alert requirements (Alyssa's Law and equivalents) and strengthened emergency communication mandates for schools. MIX is not a panic-button vendor — but panic systems, call boxes, and lockdown protocols all depend on reliable, survivable communications transport.
- **Where MIX fits (precisely):** monitored emergency call boxes, dual-path transport with battery backup for the systems that alerting rides on, and paging/all-call integration on Hosted Voice. Position as the resilient communications layer under the district's safety stack; defer state-specific panic-alert requirements to the district's safety plan and vendors.

3.4 Elevator Emergency Phones — ASME A17.1

- Multi-story schools, gyms with lifts, and administration buildings carry elevator phones requiring monitored two-way communication under ASME A17.1, verified at annual inspection. Specialty Voice & Elevator lines run $19.95–$34.95/line/month by term with MODEM-mode FXS, enhanced DID, and loop-current compensation — plus battery and cellular backup copper never had.

3.5 Student Records, Health Offices, and Secure Fax

- **The trigger:** districts fax constantly — student health records, special-education documentation (IEPs), transcripts, nurse and clinic communications. FERPA governs student records, and health-office flows can carry HIPAA obligations. Analog fax on copper offers no encryption, no authentication, no audit trail.
- **The MIX answer:** secure fax with TLS-encrypted transfer, authenticated portals, protected storage, and audit-ready delivery confirmation — virtual ($15.95/mo), ATA-based preserving existing machines ($15.95–$16.95/mo), fax-enabled users ($5.95/mo). Supports HIPAA technical safeguards when configured with proper access controls and retention policies; frame FERPA alignment the same careful way.

3.6 Public Procurement — TAA and Purchasing Vehicles

- MIX equipment is Trade Agreements Act (TAA) compliant, satisfying the country-of-origin requirements common to public-sector purchasing. Know your state's bid thresholds and cooperative purchasing options before proposing; structuring the pilot under the quote threshold and the rollout through a compliant vehicle is often the difference between a June install and a next-year RFP.

3.7 Compliance Trigger Quick Card

System in the District	Governing Standard / Enforcer	Forcing Event	MIX Answer
Fire alarm panels (2 lines/building)	NFPA 72 / AHJ or state fire marshal	Copper retirement notice; failed inspection; insurer audit	MFVN path; UL 864 10th Ed.; CSFM + FDNY listings; Ch. 14 retest coordinated
Classroom 911 dialing & location	Kari's Law, RAY BAUM'S Act / FCC	Any phone system change; safety audit; incident	Hosted Voice with direct 911, on-site notification, per-room dispatchable location
Panic/lockdown comms transport	State safety statutes / district safety plan	New legislation; annual drill findings	Dual-path, battery-backed transport; monitored call boxes; paging integration
Elevator phones	ASME A17.1 / elevator inspector	Annual inspection; dead line	Voice & Elevator lines $19.95–$34.95/mo; elevator FXS engineering

System in the District	Governing Standard / Enforcer	Forcing Event	MIX Answer
IEP/health-office fax	FERPA; HIPAA (health flows)	Records audit; breach scare	Secure fax w/ encryption, authentication, audit trail
Procurement	State purchasing law; TAA	Any public purchase	TAA-compliant equipment; cooperative-vehicle friendly

4. Line Inventory: Where the Copper Hides

Districts are the worst line-inventory offenders of any vertical: decades of construction, portables added and removed, and staff turnover mean nobody alive knows what half the lines do. The building-by-building audit is the entire wedge — the district offer document already promises it ("MIX Networks will inventory your district's analog lines, identify life-safety circuits, and return a building-by-building replacement plan with firm pricing").

Zone	Likely Analog Lines	Typical Count
Each school building	Fire alarm panel (2), elevator phone, burglar alarm, kitchen hood/freezer alarm, front-office fax, health-office fax, attendance line remnants	4–8 per building
Portables / annexes	Intercom tie lines, alarm dialers, legacy voice lines still billed	1–3 per cluster
Athletics	Stadium press box, field house, pool emergency phone, gate/ticket booth, scoreboard modem	2–5
Transportation / bus garage	Dispatch lines, fuel system telemetry, gate entry, security dialer	2–4
Central office	Board room lines, records fax, special-ed fax, postage meter, HVAC/energy management modems	3–6
District-wide	Ring-down circuits, emergency call boxes, water/utility telemetry, marquee sign modems	2–6

Rule of thumb: 3–8 specialty lines per building; a 10-building district yields 30–60 POTS replacement lines plus 50–150 Hosted Voice seats (front offices, admin, counselors, nurses). One board approval covers all of it.

5. Solution Packaging and Deal Math

5.1 The Two-Product Motion

- **Wedge — POTS Replacement (POTS-IN-A-BOX):** one 90X2 (4G/LTE, 8 FXS) or 90X1 (5G, 8 FXS) per building at the demarc; panels, elevator phones, faxes, and alarms operate unchanged over the district's existing broadband/fiber with cellular secondary. Fixed per-line term pricing replaces escalating copper.
- **Expansion — Hosted Voice:** seats at $14.95/mo, auto attendants and attendance mailboxes, direct-911 with dispatchable location, UCFone at $6.95/user for administrators and roaming staff, paging integration, Yealink hardware amortized, managed QoS routers with LTE failover.
- **Attach — Secure Fax:** records, special-ed, and health-office flows on encrypted, auditable fax; fax-enabled users at $5.95/mo.

5.2 Reference Deal: 10-Building District (POTS Replacement)

Assumptions: 40 specialty lines district-wide (fire panels, elevators, alarms, kitchen monitoring, faxes, telemetry), one 90X2 per building, 36-month term. MSRP reference pricing, updated 5/29/26.

Component	Qty	Unit (36 mo)	Monthly
Specialty line — Fax/Modem/Alarm/Data	24	$39.95	$958.80
Specialty line — Voice & Elevator	16	$24.95	$399.20
PIAB 90X2 hardware (amortized)	10	$12.00	$120.00
90X2 maintenance	10	$6.00	$60.00
POTS replacement subtotal			$1,538.00/mo
vs. copper at $100–$200/line x 40 lines			$4,000–$8,000/mo
Indicative annual savings			$29,544–$77,544 (62–81%)

One-time: provisioning/staging/kitting $45 per device; site survey and installation at $165/hour (2-hour minimum) per building, quoted per Statement of Work. At 60 months, line rates drop to $29.95/$19.95. Frame savings annually for board packets — “$30,000–$77,000 per year redirected from phone lines to classrooms” is board language.

5.3 Reference Deal: Hosted Voice (Central Office + Front Offices)

Component	Qty	Unit	Monthly
User seats (features, DID, user)	60	$14.95	$897.00
Auto attendants (per building + district main)	11	$14.95	$164.45

Component	Qty	Unit	Monthly
UCFone mobile/desktop (admin, principals, facilities)	20	$6.95	$139.00
QoS router monitoring & management	10	$15.00	$150.00
4G LTE failover (basic)	10	$30.00	$300.00
Peplink B One Plus license (InControl)	10	$9.00	$90.00
Yealink T54W phones (36-mo amortized)	60	$7.80	$468.00
Hosted Voice subtotal			$2,208.45/mo

Combined district MRR: roughly $3,746/month — against $4,000–$8,000/month of current copper spend alone. The board-packet framing: **replace every legacy line, modernize every front office, bring classroom 911 into federal compliance, and cut the bill doing it.** Few agenda items pay for themselves; this one does.

6. Objection Matrix

Objection	What It Really Means	Response
“This has to go out to bid.”	Procurement reflex; often true above thresholds, often not for the audit or pilot.	“The audit is free and commits you to nothing — no procurement action required. For the rollout, we will work within your process: many districts start with a pilot under the quote threshold or purchase through a cooperative vehicle. Our equipment is TAA compliant, which your purchasing office will ask about. What is your bid threshold and preferred co-op?”
“No budget until next fiscal year.”	Real — districts live on a July fiscal calendar. This is a timing objection, not a no.	“That is exactly why we should audit now. If we survey this spring, you have firm building-by-building numbers for the budget you are building right now, board approval lands in May, and we install over summer break with zero school-day disruption. Waiting until next year means another $[X] to the copper carrier in the meantime.”
“Our IT department handles phones.”	Gatekeeper routing; also legitimate — the CTO must be in the room.	“Good — they should be. Two things your CTO will care about: this is fully managed, so it adds zero devices their team has to babysit, and the life-safety lines get a cellular path independent of the school network. Could we get 30 minutes with them and your facilities director together? Those two own different halves of this problem.”
“Doesn't E-Rate cover this?”	Confusion about what E-Rate funds.	“E-Rate phased out voice services years ago — every dollar of your copper bill is local money, which is exactly why it deserves scrutiny. The savings here flow straight back to the general fund, and we will happily coordinate with whoever files your E-Rate so nothing conflicts.”
“We can't have any disruption during the school year.”	Legitimate and absolute.	“Agreed — and we built the delivery model around it. Survey and staging during spring, physical installation over summer break, every line tested and documented before students return, fire alarm retest coordinated with your alarm company per NFPA 72 Chapter 14. School-year work, if any, is limited to non-instructional spaces.”
“Cellular isn't reliable enough for a fire alarm.”	The facilities director's job is to ask this.	“Correct — a bare cellular dialer would not pass your fire marshal. This is a managed MFVN: broadband primary, cellular secondary, 48-hour battery, 24/7 monitored, UL 864 10th Edition, listed by the California State Fire Marshal and recognized

Objection	What It Really Means	Response
		by FDNY. Your AHJ receives the certification package before we touch a panel.”
“The board will never approve another contract this year.”	Board fatigue; the sponsor needs ammunition.	“Then let us make it the easiest item on the agenda: a one-page summary showing $[X]/year in savings, federal 911 compliance for classrooms, and fire-marshal-listed equipment — with the audit already done so the numbers are real. Cost-reduction-plus-safety items pass. We will build the board packet with you.”
“We already have a district-wide phone contract.”	Assumes the contract covers specialty lines; it rarely does.	“For the phone system, probably. The analog lines on your fire panels, elevators, and kitchen alarms are usually separate tariff services that move regardless of that contract. We will scope those now and time any voice discussion to your contract's renewal. When does it expire?”
“We tried VoIP and it was terrible.”	Prior unmanaged deployment, probably over district internet with no QoS.	“Bad VoIP is an unmanaged-network problem — schools with 1,000 students streaming at once need QoS engineering, not shipped boxes. We deploy managed routers, monitor 24/7, and give life-safety lines their own cellular path. That is also why we survey every building before quoting.”
“Send me something.”	Polite exit.	“Happy to. To make it useful: how many buildings, and do you know whether your fire panels still dial out on copper? That is all I need to send a district-specific savings-and-compliance snapshot instead of a brochure.”

7. Sequenced Outreach

Sequence A targets district Facilities Directors and Business Officials; Sequence B targets CTOs and co-op/ESC leadership. Both are 8 touches over ~21 days. Time launches to the district calendar: September–December for relationship building, January–March for proposal-grade urgency. Personalize with district size, building count, bond activity, and any public facilities studies — most districts publish them.

7.1 Sequence A — District (Facilities Director / Business Official)

Day	Channel	Touch
1	Email 1	Life-safety trigger: copper retirement + fire panels across N buildings (copy below)
3	Call + VM	Reference Email 1; offer the free district-wide line audit (script below)
5	LinkedIn	Connect with facilities director; no pitch
8	Email 2	Budget angle: $100–$200/line of local money, E-Rate does not cover it (copy below)
10	Email 2b (to Business Official)	Same-day parallel touch: annual savings framing + board-packet offer
14	Email 3	Classroom 911 / Kari's Law angle (copy below)
17	Call	Direct ask: audit meeting with facilities + business office together; two time slots
21	Email 4	Breakup with the audit checklist attached (copy below)

Email 1 — Life-safety trigger (Day 1)

Subject: The copper lines behind [District]'s fire alarm panels

[First name] —

AT&T began permanently retiring copper infrastructure in June and has filed to end legacy phone service across 18 states this November. For districts, the exposed lines are the ones nobody bills to a classroom: fire alarm panels (two per building), elevator phones, kitchen alarms, and the fax machines handling IEPs and health records.

If your panels still dial the central station over copper — most do — that monitoring path disappears with the copper. An unmonitored fire panel in an occupied school is a conversation nobody wants to have with the fire marshal or the board.

We replace those lines with fire-marshal-listed, monitored equipment — panels, alarm company, and central station stay exactly as they are. Equipment is TAA compliant for public purchasing, and installs run over summer break.

Worth 30 minutes? We will inventory every analog line in the district, building by building, at no cost — and you keep the report either way. Most business offices have never seen one.

[Signature]

Email 2 — Budget angle (Day 8)

Subject: What [District] pays for 40 phone lines nobody can name

[First name] —

Districts your size typically carry 30–60 legacy analog lines — 3 to 8 per building — at what is now $100–$200 per line per month on copper. That is $48,000–$96,000 a year, and since E-Rate stopped funding voice, every dollar is local money.

Our replacement runs $19.95–$39.95 per line on fixed terms, on equipment certified for fire alarm and elevator circuits, with battery and cellular backup copper never had. For most districts that is $30,000–$75,000 a year back to the general fund.

The audit is free and produces a building-by-building line inventory with firm pricing — numbers solid enough for a budget line or a board packet. Spring survey, May approval, summer install, zero school-day disruption. When could we get you and facilities in the same room for 30 minutes?

[Signature]

Email 3 — Classroom 911 angle (Day 14)

Subject: Can every classroom in [District] dial 911 directly?

[First name] —

Different topic from my earlier notes. Federal law now requires phone systems to support direct 911 dialing with on-site notification (Kari's Law) and to send dispatchable location — building, floor, room — to dispatch (RAY BAUM'S Act). Districts on 15–20 year old phone systems are frequently out of compliance without knowing it.

A 911 call from a third-grade classroom that shows dispatch only the district office address is exactly the failure these laws exist to prevent.

Our hosted platform provisions direct 911, front-office/SRO notification, and per-room location — and it rides the same summer project as the copper line replacement. One vendor, one board item.

Happy to assess your current 911 posture as part of the free audit. 30 minutes with you and your technology director?

[Signature]

Email 4 — Breakup (Day 21)

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

[First name] —

I will stop reaching out after this. Attached is the checklist we use to audit district analog lines — fire panels, elevators, kitchen alarms, health-office fax, athletics, transportation. Hand it to your maintenance supervisor; if every line is accounted for on copper that is not scheduled for retirement, you genuinely do not need me.

If anything is uncertain — especially the fire panel lines — my number is below. The carriers' retirement calendar will not wait for the fiscal year, 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 lines school districts have on fire alarm panels, elevator phones, and kitchen alarms before the carriers retire them — we are fire-marshal listed for that work, TAA compliant for public purchasing, and we install over summer break. I am asking for 30 minutes to walk your buildings and hand you a free, building-by-building inventory of every analog line the district is paying for. Would next Tuesday or Thursday work?”

Voicemail (under 25 seconds): “Hi [name], [rep], MIX Networks. The copper lines most districts still have on fire panels and elevator phones are being retired by the carriers. We replace those with fire-marshal-listed equipment and install over summer break. Email is in your inbox — [callback number]. Thank you.”

7.2 Sequence B — CTO / Co-op / ESC

Day	Channel	Touch
1	Email 1	Managed-service framing to CTO: zero-touch platform, secure SIP/TLS, cellular path independent of school network, summer staging that does not consume their team
3	LinkedIn	Connect; engage with district tech content substantively
5	Call + VM	Reference audit; cite comparable finding (“an 11-building district we audited carried 47 billable analog lines and could map 29 of them”)
9	Email 2	911 compliance: Kari's Law / RAY BAUM'S posture assessment offer; per-room dispatchable location
12	Email 3	For co-ops/ESCs: member-district audit framework — one pricing schedule, aggregated terms, TAA equipment, offered as member value
16	Call	Direct ask: 30 minutes with CTO + facilities director; propose 2-building pilot audit
19	Email 4	Pilot proposal in writing: free audit of 2 buildings, findings deck to cabinet, no obligation
23	Email 5	Breakup + reference offer: a district facilities director willing to take a call

Cadence discipline: stop on engagement, log everything, and never pitch two people in the same district contradictory numbers — cabinets compare notes in the same building.

8. Discovery Scripts

8.1 First Meeting Script (30 minutes, Facilities Director + Business Official)

Open (2 min):

"Thanks for the time — I know spring is budget season. My goal: understand what rides on the district's analog lines, what they cost, and whether we can hand you savings and a cleaner compliance file before summer. If the numbers do not work, I will say so. Fair?"

Situation — buildings and life-safety (7 min):

1. How many buildings, including portables, athletics, and transportation? Which are oldest?
2. Are the fire alarm panels monitored, and does anyone know what they dial out on? When was the last fire marshal inspection, and did communications come up anywhere?
3. Elevators and lifts — how many, and when are inspections due?
4. Kitchen hood systems, freezer alarms, gates, call boxes, stadium and pool phones — any on phone lines?
5. Who actually knows the wiring building by building? (Maintenance supervisor — get the name; the audit needs them.)

Situation — money and procurement (6 min):

1. Any letters from AT&T/[ILEC] about copper retirement or discontinuance? Who opens carrier mail?
2. Can we pull 2–3 months of telecom bills across all carriers? Total annual spend? Lines nobody can identify?
3. What are your quote and bid thresholds? Preferred cooperative purchasing vehicles? When does the board need agenda items for a summer project?

Situation — phones, 911, and safety (7 min):

1. What phone system(s), how old, per building or centralized? Support status?
2. Can every classroom dial 911 directly today, and what location does dispatch see? Has anyone assessed Kari's Law / RAY BAUM'S compliance?
3. How do front offices handle attendance lines, parent calls, and all-call paging? What breaks most?
4. What does the district safety plan assume about phone availability during a power or internet outage?

Quantify and close (5 min):

"Based on what you have described — roughly [N] buildings, [M] specialty lines, a [age] phone system, and [gap] — here is the proposal: a free district-wide survey. We inventory every analog line building by building, identify the life-safety circuits, and return a replacement plan with firm pricing — the exact document a budget line or board packet needs. Survey this spring, approve in May, install over summer. Can we schedule the walk with [maintenance supervisor] next week?"

8.2 On-Site Audit Checklist (per building)

- Demarc/MPOE: photograph 66 blocks, count active pairs, trace tags.
- Fire alarm panel: make/model, monitoring company, dial-out lines, last test date, inspection history.

- Elevator/lift machine rooms: line per car, phone test with permission, cert dates.
- Kitchen: hood suppression monitoring, freezer/cooler alarms.
- Front office and health office: fax machines in use, attendance line remnants, intercom head-end.
- Perimeter and athletics: gates, call boxes, press box, pool phone, marquee/scoreboard modems.
- Transportation: dispatch, fuel telemetry, gate, security dialer.
- Network closet: switch/PoE capacity, UPS condition, broadband path, cellular signal at demarc.
- Bills: reconcile every billed line to a device; flag orphans for immediate disconnect savings.

8.3 Qualification Standard (exit criteria for a real opportunity)

- **Trigger confirmed:** retirement notice, failed or upcoming inspection, 911 compliance gap, bond/renovation project, or budget-season timing.
- **Line count validated:** 20+ specialty lines district-wide makes economics decisive; 40+ makes them board-packet obvious.
- **Power mapped:** business official sponsoring, facilities engaged, CTO not hostile, board calendar understood.
- **Procurement path identified:** threshold, co-op vehicle, or RFP — known before the proposal, not after.
- **Next step dated:** building walk scheduled with the maintenance supervisor.

9. Proposal Template

The district offer document is the model — this template turns it into a district-specific proposal. Under 10 pages plus the line-inventory appendix. Write for two readers at once: the facilities director (technical credibility) and the board packet (plain-language savings and safety).

Section 1 — Cover and Executive Summary

Title: Copper Line Replacement, Secure Fax, and Managed Installation for [District Name]

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

Executive summary (5 sentences max): [District] operates [N] analog lines across [B] buildings, including [X] life-safety circuits (fire alarm, elevator, emergency call) on carrier copper scheduled for retirement. This proposal replaces those circuits with MIX Networks' managed, fire-marshal-listed POTS replacement platform, [optionally] modernizes front-office voice with federally compliant classroom 911, and installs entirely over summer break. Annual telecom spend moves from approximately $[current] to $[proposed] — an estimated $[savings]/year returned to the general fund on fixed [term]-month pricing. Every life-safety circuit gains dual-path transport, up to 48-hour battery backup, and 24/7 monitoring. Equipment is TAA compliant; installation is managed end to end and documented line by line.

Section 2 — Current State (from Building-by-Building Survey)

- Line inventory appendix: building, line number, location, purpose, carrier, monthly cost, disposition (replace / port / disconnect).
- Orphan lines for disconnection: [N] lines, $[amount]/yr immediate savings.
- Compliance exposures, stated factually: [panels on copper with no secondary path; elevator lines untested; classroom 911 location gaps].
- Carrier retirement status for serving wire centers, if known.

Section 3 — Proposed Solution

- **POTS Replacement:** one 90X2/90X1 per building; circuit-by-circuit FXS mapping; broadband/fiber primary, 4G/5G secondary; up to 48-hour battery; 24/7 monitoring with proactive notification.
- **Compliance package:** UL 864 (10th Ed.), 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; TAA compliance for procurement; AHJ documentation packet per building; NFPA 72 Ch. 14 retest coordinated with [alarm company].
- **Hosted Voice (if in scope):** [N] seats across front offices and administration; direct 911 with on-site notification and per-room dispatchable location; auto attendants and attendance mailboxes; paging integration; UCFone for administrators; [N] Yealink handsets; managed QoS routers with LTE failover per building.
- **Secure Fax (if in scope):** encrypted, auditable fax for records, special-education, and health-office flows.

Section 4 — Implementation Plan (Summer Calendar)

1. Spring — Install Prep: provisioning, staging, SIM activation, SIP registration before shipment; cutover calendar agreed with facilities and technology; board approval milestone [date].
2. June–July — Install / Test-and-Turn-Up: building-by-building 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 per building; elevator verification with [elevator vendor].
4. August — Porting and disconnects: MIX manages LNP; copper disconnected only after verified service; orphan lines disconnected immediately for in-year savings.
5. Before first bell — Training and handoff: front-office and admin training per building; 24/7 U.S.-based support; documentation packet to facilities and the business office.

Section 5 — Investment

Reproduce Section 5 deal-math tables with surveyed quantities across 36/48/60-month columns, side-by-side against documented current spend, with savings stated annually for the board packet. Itemize one-time charges (provisioning $45/device; installation per SOW at $165/hr, 2-hr minimum) separately. Note procurement structure: [quote / cooperative vehicle / RFP response]. Close with:

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

Section 6 — Why MIX Networks

- MFVN provider with California State Fire Marshal listing and FDNY recognition for the life-safety replacement path — ask competing bidders for their fire marshal listings.
- TAA-compliant equipment supporting public-sector procurement requirements.
- 20+ years of telecom operating history; geo-redundant carrier-grade core (Dallas, Secaucus, Lakeland, Ashburn, Las Vegas), 99.999% uptime target.
- Managed, documented, summer-scheduled installation — references from multi-site public and institutional deployments available on request.

Section 7 — Acceptance

Signature block, term selection (36/48/60), PO/billing details, and: “Upon acceptance, MIX will schedule Install Prep to meet the [summer] installation window and assign a named project coordinator experienced with school-calendar constraints.”

10. Running the Play: First 90 Days

Weeks	Activity	Target
1–2	Territory build: state DOE district directories (enrollment and building counts are public), private school associations, ESC/BOCES/co-op maps; flag districts with 8+ buildings, older building stock, recent facilities studies, and wire centers with announced retirements	60 districts listed, 15 flagged priority
2–6	Run Sequence A on 15 priority districts (facilities + business official in parallel); Sequence B on 3 co-ops/ESCs and 5 CTOs; attend one ASBO chapter or school plant management event	8 audit meetings booked
4–10	Deliver building walks with maintenance supervisors; produce building-by-building Survey Reports; proposals within 5 business days, each with a one-page board-packet summary	5 proposals out
8–13	Drive to board calendars: April–June approvals for summer installs; harvest immediately — neighboring-district referrals (facilities directors all know each other), co-op framework pitch with the first win as proof	2 approved districts; 1 co-op framework discussion

KPIs: audits delivered, audit-to-proposal rate (target 60%+), proposal-to-board-approval rate, lines per district, summer install slots filled (capacity is the constraint — sell to the install calendar), and co-op/ESC framework conversations opened.

Final discipline note: education runs on calendars and trust. The rep who respects the budget cycle, shows up with TAA compliance and fire marshal listings unprompted, builds the board packet for the sponsor, and installs over summer without drama will own the district — and the three neighboring districts their facilities director talks to. Miss the spring window and nothing you do in October will matter until January. Sell to the calendar.