MIX NETWORKS

Hospitality Sales Playbook

POTS Replacement + Hosted Voice for Hotels, Resorts, and Multi-Property Management Companies

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

July 2026 | Internal Sales & Channel Enablement | Pricing per MSRP Guide updated 5/29/26

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1. Why Hospitality, Why Now

Hospitality is a proven MIX vertical — Florida resort operators are among MIX's referenceable, publicly reviewed installs, and the industry's structure plays directly to the two-product motion. Hotels are vertical buildings full of elevators, transient guests who cannot be expected to know evacuation routes, pools with emergency-phone requirements, 24/7 front desks, and a franchise/management-company structure where one corporate win rolls out across an entire portfolio.

Why the timing works:

- **The copper sunset does not check occupancy.** AT&T began permanently 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. Hotel copper — fire panels, elevator banks, pool phones, PMS and credit-card modems — is priced at $100–$200 per line and climbing.
- **E-911 law was written about a hotel room.** Kari's Law exists because a woman was killed in a motel room while her daughter tried to dial 911 and could not get past the dial-9 prefix. Hotels are the reason the statute exists: multi-line systems must support direct 911 with on-site notification, and RAY BAUM'S Act requires dispatchable location — property, floor, room — delivered to dispatch. Properties running 15–25 year old PBXs are routinely non-compliant, and no GM wants to discover that the hard way. This is the single strongest voice trigger in the vertical.
- **Life-safety density is high and inspected.** Fire alarm panels (transient occupancy draws AHJ attention), multiple elevators per property, pool and spa emergency phones under state and local codes, and area-of-refuge call stations in newer builds — all typically on copper, all tested by inspectors who pick up the handset.
- **Every answered call fights the OTA commission.** A direct booking saves the 15–25% commission an online travel agency takes. Front desks miss calls at checkout rush and overnight; group-sales inquiries ring out to voicemail on weekends. Hosted Voice queues, overflow, and after-hours routing are direct-revenue tools with math a GM already understands.
- **Management companies multiply the win.** Most branded hotels are operated by management companies running 10–100+ properties under multiple flags. One corporate standardization decision rolls MIX across the portfolio — the same motion MIX has already run with large multi-site operators in adjacent verticals.
- **PIP season is trigger season.** Brands force Property Improvement Plans on a cycle; renovations and reflaggings put every building system on the table at once. A property in a PIP is a property with budget allocated and vendors welcome.

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, and turnkey managed installation documented line by line — plus Hosted Voice with direct 911, on-site notification, and room-level dispatchable location, referenced by resort operators who describe the cutover as smooth, fast, and fully supported. Boutique-style service is the brand promise, and in a service industry, buyers recognize their own standard.

2. Buyer Map

Hospitality authority is split three ways: the owner (often a small investment group) holds capital, the management company holds operations and vendor selection, and the brand holds standards. The GM is the gateway to all three. For independents and resorts, the GM and owner collapse into one conversation and deals move fast.

Role	What They Own	What They Care About	Lead With	Deal Role
General Manager (property)	P&L, guest experience, all vendors locally, brand scores	RevPAR, guest review scores, passing inspections, no surprises at 2am	Risk + revenue in one visit: 911 compliance, inspected life-safety lines, and answered booking calls	Champion / economic buyer (independents)
Management Co. VP Ops / Regional	Operations across 10–100+ properties	Standardization, per-property economics, rollout execution, owner relations	Portfolio audit framework; per-property fixed pricing; add-a-property terms; one invoice per owner entity	Economic buyer (portfolios)
Management Co. IT Director	PMS, network, phones across the portfolio	PMS integration questions, support quality, not adding 2am pages	Fully managed platform, 24/7 monitored; PMS/room-phone integration scoped honestly at survey; cellular path independent of hotel internet	Technical gatekeeper
Owner / Asset Manager	Capital, ROI, PIP budgets, refinancing	NOI, asset value, liability, PIP cost control	Opex-neutral modernization: cut line spend 50–70%, remove a liability, improve the asset file	Ratifier (capital items)
Chief Engineer / Facilities	Fire panel, elevators, pool, building systems; walks with every inspector	Passing fire, elevator, and health inspections; response time when systems fail	AHJ-ready cert package; NFPA 72 Ch. 14 retest coordinated; monitored lines found dead by MIX before the inspector finds them	Champion / source of truth
Front Office Manager	Desk operations,	Calls answered at checkout rush, wake-up calls	Queues, overflow, and after-hours	Influencer

Role	What They Own	What They Care About	Lead With	Deal Role
	phones, guest complaints	working, fewer walk-in complaints	routing; site-level pains feed the audit	
Director of Sales (full-service)	Group bookings, events, catering	Inquiry response time — groups book whoever answers first	Sales-line queues, mobile overflow, recording for follow-up	Influencer (revenue)
Brand / Franchise (indirect)	Standards, PIPs, guest-safety requirements	Consistency, liability across the flag	Not a direct buyer — but PIP triggers and brand safety standards create urgency; never claim brand endorsement	External forcing function

Access strategy

- **Single property / independent resort:** walk in mid-week, mid-afternoon (10am checkout chaos and 3pm check-in rush are dead zones — 1–3pm is the window). Ask for the GM; the chief engineer is the technical validator and often the warmer first meeting.
- **Management companies:** target VP Ops and IT at corporate with a two-property pilot audit — propose their oldest full-service property and a select-service one. Portfolio standardization is the prize; the pilot is the proof.
- **Owners/asset managers:** engage when a PIP, refinance, or acquisition is public. State hotel & lodging association events (AHLA chapters) and hospitality investment conferences are the circuit.
- **Referral physics:** GMs and chief engineers move between properties constantly and talk inside management companies. One smooth cutover at one property travels the portfolio faster than any sequence.

3. Compliance Triggers

Hospitality compliance is inspection-driven and liability-flavored: the AHJ, the elevator inspector, the health department at the pool, and the franchise brand's safety standards all touch analog lines. The GM's nightmare is not a fine — it is an incident with a guest and the deposition that follows. Sell risk removal with precision.

3.1 E-911 — Kari's Law and RAY BAUM'S Act (Lead Trigger for Voice)

- **The trigger:** Kari's Law — named for Kari Hunt, killed in a motel room in 2013 while her nine-year-old daughter repeatedly dialed 911 but could not reach it through the PBX's dial-9 prefix — requires multi-line systems to support direct 911 dialing with on-site notification. RAY BAUM'S Act adds dispatchable location: dispatch must see property, floor, and room, not just the street address of a 300-room tower. Hotels running legacy PBXs from the 2000s are routinely non-compliant. Use the origin story respectfully and factually — it lands because it is true and it happened in this industry.
- **The MIX answer:** Hosted Voice provisioned with direct 911, front-desk/security on-site notification, and per-room dispatchable location. Guest-room analog sets can be preserved via ATA ($15.95/line) where full handset replacement is not in budget — compliance without a room-by-room forklift. PMS integration requirements (check-in/out, wake-up, call accounting) are scoped honestly at the site survey with solution engineering; do not improvise those answers.

3.2 Fire Alarm Communications — NFPA 72 / UL 864

- **The trigger:** hotels are transient-occupancy buildings — guests do not know the exits, so AHJs scrutinize them accordingly. Fire panels dial central stations over copper DACT lines (typically two per building; resorts with multiple buildings multiply the count). Copper retirement severs the monitoring path; an unmonitored panel in an occupied hotel is a code violation, an insurance problem, and a franchise-standards problem simultaneously.
- **The MIX answer:** 90X1/90X2 satisfy 2016 NFPA 72 Ch. 26.6 (MFVN pathway — the panel operates unchanged) and exceed NFPA 72 (2025) technical requirements: dual pathways (WAN + 4G/5G), UL 864 (10th Ed.), UL 62368-1, 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) — two of the strictest fire authorities in the country — end the credibility discussion with any chief engineer.
- **The trust-building caveat:** final approval rests with the local AHJ; the alarm system is retested per NFPA 72 Ch. 14 after cutover — Test Mode coordination, 60-second voltage-drop sequence, training-call validation, confirmed return to Normal Mode, coordinated by MIX with the alarm company. Volunteer it before the chief engineer asks.

3.3 Elevators and Area of Refuge — ASME A17.1 / IBC

- **The trigger:** hotels run more elevator cars per building than almost any property type — guest banks, service cars, parking structures. Each requires monitored two-way communication under ASME A17.1, tested at annual inspection; an inspector who picks up a dead phone red-tags the car, and a hotel with a red-tagged guest elevator is in operational crisis by lunch. Newer and renovated builds add area-of-refuge two-way call stations under building code.
- **The MIX answer:** Specialty Voice & Elevator lines at $19.95–$34.95/line/month by term — MODEM-mode FXS, enhanced DID over customized SIP trunks, loop-current compensation

for long risers — with battery and cellular backup the copper never had. Defer A17.1-2019 video/text edition specifics to the survey and the elevator contractor.

3.4 Pool and Spa Emergency Phones

- State and local health codes commonly require a working emergency phone at pools and spas, checked at health inspections — and resorts run multiple pools. These lines die quietly and fail inspections loudly. Specialty voice lines on the 90X2 with monitoring mean MIX knows the pool phone is dead before the inspector does.

3.5 Payment, PMS, and Back-of-House Circuits

- Credit-card and PMS modems (older properties still batch over dial-up paths), ATM lines, kitchen hood suppression monitoring, walk-in cooler/freezer alarms, gate and service-entry boxes, fax at the front desk and in sales. On payment lines, keep the claim modest: replacing dial-up card paths with modern transport supports the property's PCI posture — the property's PCI compliance is its own program. Together these are the line count that fills the second 90X2.

3.6 Compliance Trigger Quick Card

System at the Property	Governing Standard / Enforcer	Forcing Event	MIX Answer
Guest-room 911 dialing & location	Kari's Law, RAY BAUM'S Act / FCC	PBX replacement; incident; brand safety audit	Hosted Voice w/ direct 911, desk notification, room-level location; guest phones preserved via ATA
Fire alarm panel(s) (DACT)	NFPA 72 / AHJ; brand standards; insurer	Copper retirement notice; failed inspection; PIP	MFVN path; UL 864 10th Ed.; CSFM + FDNY listings; Ch. 14 retest coordinated
Elevator phones (multiple cars)	ASME A17.1 / elevator inspector	Annual inspection; dead line red-tag	Voice & Elevator lines $19.95–$34.95/mo; elevator FXS engineering
Pool/spa emergency phones	State/local health codes / health inspector	Health inspection; incident	Monitored specialty lines w/ battery + cellular failover
Area of refuge call stations	Building code (IBC) / AHJ	New build; renovation; inspection	Monitored two-way transport on 90X2
CC/PMS modems, ATM, coolers	PCI posture; ops continuity	Copper retirement; batch failures	Specialty data/alarm lines on 90X2

4. Line Inventory: Where the Copper Hides

Hotels hide lines vertically — risers, machine rooms, and rooftop equipment penthouses no telecom bill has visited in a decade. Properties that changed flags or management companies carry orphaned lines from every era. Resorts multiply everything by the number of buildings.

Zone	Likely Analog Lines	Typical Count
Life-safety core	Fire alarm panel (2/building), sprinkler supervisory, area-of-refuge stations	3–6 per building
Vertical transport	Elevator phone per car (guest, service, garage), lifts	2–8
Amenities	Pool/spa emergency phones (per pool), fitness room, tennis/golf shop, marina	1–5
Front of house	Front-desk fax, sales-office fax, PMS/credit-card modems, ATM	2–5
Back of house	Kitchen hood monitoring, cooler/freezer alarms, laundry equipment telemetry, burglar alarm	2–5
Perimeter & misc	Gate/service entry boxes, guard shack, parking equipment, irrigation/energy mgmt modems, marquee	1–4

Rule of thumb: 8–15 specialty lines for a select-service property, 15–30+ for a full-service or multi-building resort — plus 10–30 admin hosted seats and a guest-room analog estate addressable via ATA. A 20-property management company is a 200–400 line portfolio on one MSA.

5. Solution Packaging and Deal Math

5.1 The Two-Product Motion (Plus the Guest-Room Bridge)

- **Wedge — POTS Replacement (POTS-IN-A-BOX):** 90X2 (4G/LTE, 8 FXS) or 90X1 (5G, 8 FXS) units at the demarc and risers; panels, elevator phones, pool phones, modems, and alarms operate unchanged; broadband primary, cellular secondary; fixed per-line term pricing.
- **Expansion — Hosted Voice (admin first):** front desk, sales, engineering, and management seats at $14.95/mo; auto attendant; booking/sales queues with overflow; after-hours routing; UCFone $6.95/user for managers-on-duty and engineering; direct 911 with on-site notification; Yealink hardware amortized; managed QoS router $15/mo + LTE failover $30/mo.
- **Guest-room bridge:** analog room sets preserved via ATA at $15.95/line where the property wants 911 compliance and dial tone without replacing hundreds of handsets — scoped at survey with PMS requirements documented. This turns the 911 conversation from a capex forklift into an opex line item.

5.2 Reference Deal: 120-Room Select-Service Hotel

Assumptions: 10 specialty lines (2 fire alarm, 2 elevator, 1 pool, 1 fax, 1 burglar alarm, 2 PMS/CC modems, 1 kitchen/cooler alarm), 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	6	$39.95	$239.70
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			$375.50/mo
vs. copper at $100–$200/line x 10 lines			$1,000–$2,000/mo
Indicative monthly savings			$625–$1,625 (62–81%)

One-time: provisioning/staging/kitting $45 per device; site survey and installation at $165/hour (2-hour minimum) per Statement of Work. At 60 months, line rates drop to $29.95/$19.95. Full-service and resort properties roughly double the line count and the savings.

5.3 Reference Deal: Add Admin Hosted Voice

Component	Qty	Unit	Monthly
User seats (desk, sales, engineering, admin)	15	$14.95	$224.25

Component	Qty	Unit	Monthly
Auto attendant (main + after-hours)	2	$14.95	$29.90
UCFone mobile/desktop (MOD, engineering, sales)	6	$6.95	$41.70
QoS router monitoring & management	1	$15.00	$15.00
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)	15	$7.80	$117.00
Hosted Voice subtotal			$466.85/mo

Combined property MRR: roughly $842/month — typically well under current copper spend alone, before counting a single direct booking saved from an OTA. The GM's framing: **one direct booking recovered per week at a $150 ADR saves more OTA commission than the entire phone bill.** Guest-room ATA lines are additive per survey and priced per line, so the 911 remediation scales exactly with the owner's appetite.

6. Objection Matrix

Objection	What It Really Means	Response
“The brand mandates our vendors.”	Partially true — brands mandate PMS, locks, some tech; telecom transport rarely appears on the mandate list.	“Check the brand standard — analog line transport and fire-panel communications are almost never brand-mandated; the brand cares that you pass safety inspections, not whose lines carry the signal. Our certification package strengthens your file for brand safety audits. If the flag ever has a designated program, we will tell you straight.”
“We're 24/7 — there is no downtime window.”	Legitimate; hotels never close.	“That is why the model is staged: provisioning and staging happen before anything ships, cutover runs in the overnight lull line by line, and nothing is disconnected until the new path is tested and documented. Resort operators who have run this describe being up in hours, not days — and the fire panel never goes dark, because we coordinate Test Mode with your alarm company per NFPA 72 Chapter 14.”
“Nobody uses the room phones anyway.”	True for outbound calls; irrelevant for the one call that matters.	“Correct — until a guest dials 911 at 3am. Kari's Law exists because that call failed in a hotel room. The question is not usage; it is whether that call connects directly, notifies your desk, and shows dispatch the room number. We can make the room phones compliant over ATA without replacing a single handset.”
“The owner won't approve spending right now.”	Capex fatigue; frame as opex reduction.	“This is not a capital ask — it replaces line items the property already pays, usually at 50–70% less, on fixed terms the owner can model. The one-page owner summary shows NOI improvement plus a liability removed. If a PIP or refinance is coming, the timing is even better: clean, modern life-safety comms belong in that file.”
“Our management company decides.”	Authority upstream; the property is the pilot.	“Perfect — who owns telecom at corporate? Here is the play: we run the free audit here so corporate sees real numbers from a real property. GMs who hand corporate a documented savings-and-compliance finding look good doing it, and we standardize across portfolios for a living.”
“We just did a phone system / are under contract.”	Voice is taken; the wedge remains untouched.	“Keep it — your phone vendor cannot put a fire panel, elevator bank, or pool phone on their platform. We take the analog life-safety estate that contract does not cover, and when the renewal

Objection	What It Really Means	Response
		comes, you will have one vendor who can do both. When does it expire?”
“Cellular isn't reliable enough for a fire alarm.”	The chief engineer's job is to ask.	“Agreed — a bare cellular dialer is not. This is a managed MFVN: broadband primary, cellular secondary, 48-hour battery, monitored 24/7, UL 864 10th Edition, listed by the California State Fire Marshal and recognized by FDNY. Your AHJ gets the package before we touch the panel.”
“What about our PMS — wake-up calls, check-in, call accounting?”	The real technical question for hotel voice; respect it completely.	“Exactly the right question, and one we scope rather than wing. The POTS replacement piece does not touch your PMS at all. For voice, the site survey documents your PMS, version, and integration requirements, and solution engineering confirms what is supported before anything is proposed. No hotel should buy voice from anyone who answers that question in a hallway.”
“We tried VoIP and guests complained about quality.”	Prior unmanaged deployment on shared hotel internet.	“Hotel internet carrying guest streaming plus voice with no QoS is exactly how that happens. We deploy a managed QoS router, monitor 24/7, add LTE failover, and give life-safety lines their own cellular path. That is also why we survey before we quote.”
“Send me something.”	Polite exit.	“Happy to. To make it useful: how many buildings and elevators, is there a pool phone, and do you know if the fire panel still dials out on copper? That is all I need to send a property-specific savings-and-compliance snapshot instead of a brochure.”

7. Sequenced Outreach

Sequence A targets property GMs and chief engineers; Sequence B targets management-company corporate. 8 touches over ~21 days. Personalize with flag, property age, building count, pool count, recent renovation/PIP news, and reviews mentioning phones. Call window: Tuesday–Thursday, 1–3pm — never during checkout (7–11am) or check-in (3–6pm).

7.1 Sequence A — Property Level (GM / Chief Engineer)

Day	Channel	Touch
1	Email 1	Life-safety trigger: copper retirement + fire/elevator/pool lines (copy below)
3	Call + VM	Reference Email 1; offer the free property line audit (script below)
5	LinkedIn	Connect with GM; no pitch
8	Email 2	Cost angle: copper math + orphan lines from prior flags (copy below)
10	Walk-in	1–3pm; ask for GM or chief engineer; leave one-page compliance sheet
14	Email 3	911 / Kari's Law angle (copy below)
17	Call	Direct ask: 20-minute audit with the chief engineer; two time slots
21	Email 4	Breakup with audit checklist attached (copy below)

Email 1 — Life-safety trigger (Day 1)

Subject: The copper lines behind [Property]'s fire panel and elevators

[First name] —

AT&T began permanently retiring copper phone infrastructure in June and has filed to end legacy service across 18 states this November. At hotels, the exposed lines are the ones inspectors test: the fire alarm panel, every elevator phone, the pool emergency phone, and the credit-card and PMS modem lines behind the desk.

If your panel still dials the central station over copper — most do — that monitoring path disappears with the copper. In a transient-occupancy building, an unmonitored panel is a conversation nobody wants with the fire marshal, the insurer, or the brand.

We replace those lines with fire-marshal-listed, monitored equipment — your panel, alarm company, and elevator vendor stay exactly as they are, and cutover runs in the overnight lull. Resort operators who have run this with us describe it as up in hours.

Worth 20 minutes with your chief engineer? We will walk the property and hand you a map of every analog line you are paying for — most properties that have changed flags cannot produce one.

[Signature]

Email 2 — Cost angle (Day 8)

Subject: What [Property] pays for 10 phone lines nobody can name

[First name] —

Properties your size typically carry 8–15 legacy analog lines — fire, elevators, pool phone, card/PMS modems, cooler alarms — at what is now $100–$200 per line per month on copper. Properties that have changed flags or management once or twice are almost always still paying for lines from the previous era with nothing attached.

Our replacement runs $19.95–$39.95 per line on fixed terms, certified for fire alarm and elevator circuits, with battery and cellular backup copper never had.

The audit is free, takes about an hour with your chief engineer, and finds orphan lines more often than not. Worst case, you disconnect what you should not be paying for. Would Tuesday or Thursday around 1:30 work?

[Signature]

Email 3 — 911 angle (Day 14)

Subject: Can a guest in room 214 reach 911 tonight?

[First name] —

Different topic from my earlier notes, and a serious one. Federal law — Kari's Law, written after a 911 call failed in a hotel room — requires phone systems to connect 911 directly, with no dial-out prefix, and to notify your front desk. RAY BAUM'S Act adds that dispatch must see the room number, not just the street address. Properties on older PBXs are routinely out of compliance without knowing it.

We can bring guest-room phones into compliance without replacing handsets, and give your desk direct notification the moment any room dials 911 — on the same project that replaces the copper lines.

Twenty minutes with you and your chief engineer to check your current 911 posture? It is the fastest liability check you will run this quarter.

[Signature]

Email 4 — Breakup (Day 21)

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

[First name] —

I will stop reaching out after this. Attached is the checklist we use to audit hotel analog lines — fire panel, elevator bank, pool phone, card/PMS modems, cooler alarms, gates. Hand it to your chief engineer; if everything is accounted for on copper that is not scheduled for retirement, and every room can dial 911 directly, you genuinely do not need me.

If anything is uncertain, my number is below. The carriers' timeline will not wait for the next PIP, 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 hotels have on fire panels, elevator phones, and pool phones before the carriers retire them — we are fire-marshal listed for that work, and cutover runs overnight so the property never skips a beat. I am asking for 20 minutes with you or your chief engineer to walk the property and hand you a free inventory of every analog line you are paying for. Would Tuesday or Thursday early afternoon work?”

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

7.2 Sequence B — Management Company (VP Ops / IT)

Day	Channel	Touch
1	Email 1	Portfolio framing: standardized per-property line audit; fixed per-line pricing vs. copper escalation; one MSA, per-owner-entity invoicing
3	LinkedIn	Connect; engage substantively with portfolio news (acquisitions, reflaggings)
5	Call + VM	Reference audit; cite comparable finding (“a 14-property operator we audited carried 163 billable analog lines and could map 108”)
9	Email 2	Risk framing: 911 posture and unmonitored panels across N flags is portfolio liability; PIP-cycle timing — fold the fix into properties already under renovation
12	Email 3	Standardization: identical hardware, pricing, and support at every property; add-a-property terms; owner-entity billing flexibility
16	Call	Direct ask: 30 minutes with ops + IT; propose pilot audits at their oldest full-service and one select-service property
19	Email 4	Pilot proposal in writing: free audits at 2 properties, findings deck at corporate, no obligation
23	Email 5	Breakup + reference offer: a resort/multi-property operator contact willing to take a call

Cadence discipline: stop on engagement; log everything. Management-company ops teams compare vendor experiences across properties weekly — one bad sequence at one property reaches corporate before you do.

8. Discovery Scripts

8.1 First Meeting Script (20–30 minutes, GM + Chief Engineer)

Open (2 min):

"Thanks for the time between the rushes. My goal: understand what rides on the property's analog lines, what they cost, and whether we can take cost and inspection risk off your plate without touching a guest-facing hour. If we cannot, I will say so. Fair?"

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

1. Is the fire panel monitored, and over what? One building or several? When was the last fire inspection, and did communications come up?
2. How many elevator cars — guest, service, garage? When are certs due? Has an inspector ever flagged a phone?
3. Pools and spas — how many, and does each have a working emergency phone? Last health inspection?
4. Area-of-refuge stations (newer or renovated buildings)? Gate or service-entry call boxes?

Situation — 911 and the phone system (6 min):

1. What PBX, how old, and who supports it? What does a guest dial for an outside line?
2. If a room dials 911 right now: does it connect directly, does the desk get notified, and what location does dispatch see? Has anyone verified Kari's Law / RAY BAUM'S compliance?
3. PMS system and version — wake-up calls, call accounting, check-in/out integration requirements?

Situation — money, structure, and timing (6 min):

1. Any letters from AT&T/[ILEC] about copper retirement? Who opens carrier mail — property or corporate?
2. Can we pull 2–3 months of telecom bills? Total spend? Lines nobody can identify — especially from prior flags?
3. Ownership and management structure — who signs? Any PIP, renovation, or reflagging on the calendar?
4. Where do booking and group-sales calls go after hours and on weekends? Does anyone measure the answer rate?

Quantify and close (5 min):

"Based on what you have described — roughly [N] specialty lines, [M] elevator cars, [pool count], a [age] PBX, and [911/inspection gap] — here is the proposal: a free property survey with your chief engineer. We inventory every analog line, identify life-safety circuits, verify the 911 posture, and return a replacement plan with firm pricing. You keep the document either way — it strengthens your inspection file regardless. Can we schedule the walk for [day] at 1pm?"

8.2 On-Site Audit Checklist

- Demarc/MPOE and risers: photograph blocks, count active pairs, trace tags to machine rooms.
- Fire panel(s): make/model, monitoring company, dial-out lines, last test, inspection history.
- Elevator machine rooms: line per car, phone test with permission, cert dates.

- Pools/spas: emergency phone test per pool; fitness room, tennis/golf/marina phones.
- Front of house: desk fax, sales fax, PMS/CC modem lines, ATM.
- Back of house: kitchen hood monitoring, cooler/freezer alarms, laundry telemetry, burglar alarm.
- Perimeter: gates, guard shack, parking equipment, irrigation/energy modems.
- 911 test (with permission and PSAP protocol): prefix behavior, desk notification, location display.
- Network: internet provider(s), bandwidth, switch/PoE, UPS condition, cellular signal at demarc.
- Bills: reconcile every billed line to a device; flag orphans — prior-flag leftovers are the norm.

8.3 Qualification Standard (exit criteria for a real opportunity)

- **Trigger confirmed:** retirement notice, upcoming inspection, PIP/renovation, reflagging, 911 gap, or PBX end-of-life.
- **Line count validated:** 8+ specialty lines (select-service) or 15+ (full-service/resort) makes economics decisive.
- **Power mapped:** GM sponsoring, chief engineer engaged, management-company/owner signer identified.
- **Spend known:** bills in hand or committed for the survey.
- **Next step dated:** property walk scheduled with the chief engineer, 1–3pm window.

9. Proposal Template

Under 10 pages plus the line-inventory appendix. Write for three readers: the GM (operations and guest impact), the chief engineer (technical credibility), and the owner/management company (a one-page NOI-and-liability summary up front). Anchor every number to the Property Survey Report.

Section 1 — Cover and Executive Summary

Title: Life-Safety Line Replacement, 911 Compliance, and Voice Modernization for [Property / Portfolio Name]

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

Executive summary (5 sentences max): [Property] operates [N] analog lines across [buildings], including [X] life-safety circuits (fire alarm, elevators, pool phones) on carrier copper scheduled for retirement, and a [age] PBX whose 911 posture [meets/does not meet] current federal requirements. This proposal replaces those circuits with MIX Networks' managed, fire-marshal-listed POTS replacement platform and [optionally] brings guest-room and administrative voice into Kari's Law / RAY BAUM'S compliance with direct 911, desk notification, and room-level location. Monthly telecom spend moves from approximately $[current] to $[proposed], a [%] reduction on fixed [term]-month pricing. Every life-safety circuit gains dual-path transport, up to 48-hour battery, and 24/7 monitoring. Installation is staged overnight around hotel operations and documented line by line.

Section 2 — Current State (from Property Survey Report)

- Line inventory appendix: line number, location, purpose, carrier, monthly cost, disposition (replace / port / disconnect).
- Orphan lines for disconnection — including prior-flag leftovers: [N] lines, $[amount]/mo immediate savings.
- 911 posture findings, stated factually: [prefix required; no desk notification; location shows street address only].
- Inspection exposures: [panel on copper without secondary path; elevator/pool phone findings].
- Carrier retirement status for the serving wire center, if known.

Section 3 — Proposed Solution

- **POTS Replacement:** [N] x 90X2/90X1 at [locations]; circuit-by-circuit FXS mapping; broadband primary, 4G/5G secondary; up to 48-hour battery; 24/7 monitoring with proactive notification — MIX finds the dead pool phone before the inspector does.
- **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; AHJ documentation packet; NFPA 72 Ch. 14 retest coordinated with [alarm company]; elevator verification with [elevator vendor].
- **Hosted Voice (if in scope):** [N] admin seats; auto attendants; booking/sales queues with overflow and after-hours routing; UCFone for MOD/engineering; direct 911 with desk notification and dispatchable location; [N] Yealink handsets; managed QoS router with LTE

failover. Guest-room compliance via ATA-preserved analog sets: [N] rooms at $15.95/line, PMS integration scope per solution-engineering assessment dated [date].

Section 4 — Implementation Plan

1. Install Prep: provisioning, staging, SIM activation, SIP registration before shipment; cutover calendar agreed with [GM/Chief Engineer] — overnight windows, no guest-facing impact.
2. Install / Test-and-Turn-Up: field installation, DMARC/riser cross-connects, functional test on every line, photographed and documented.
3. Life-safety verification: fire panel Test Mode coordination, 60-second voltage-drop sequence, training-call validation, return to Normal Mode, NFPA 72 Ch. 14 retest; elevator phone verification per car; pool phone test per pool.
4. 911 verification (if voice in scope): direct-dial test per PSAP protocol, desk notification confirmation, location display validation by floor/room sample.
5. Porting and disconnects: MIX manages LNP; copper released only after verified service; orphan lines disconnected immediately for in-month savings. Training for desk, engineering, and sales; 24/7 U.S.-based support; quarterly reviews.

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. Itemize one-time charges (provisioning $45/device; installation per SOW at $165/hr, 2-hr minimum) separately from MRR. For portfolios: per-property schedule, add-a-property terms, per-owner-entity invoicing. Close with:

“Pricing is firm for 30 days and based on the Property 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

- 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.
- Hospitality-proven: referenceable resort and multi-property deployments with overnight cutovers described by operators as smooth, fast, and fully supported.
- 20+ years of telecom operating history; geo-redundant carrier-grade core (Dallas, Secaucus, Lakeland, Ashburn, Las Vegas), 99.999% uptime target.
- Managed installation documented line by line, scheduled around hotel operations; boutique-style service from people who answer — the standard hospitality buyers recognize.

Section 7 — Acceptance

Signature block, term selection (36/48/60), billing details (owner entity vs. management company), and: “Upon acceptance, MIX will schedule Install Prep within [X] business days and assign a named project coordinator experienced with 24/7 property operations.”

10. Running the Play: First 90 Days

Weeks	Activity	Target
1–2	Territory build: STR/CoStar-style property lists or state lodging license databases, AHLA chapter rosters, management-company portfolio pages; flag 15+ year-old properties, multi-building resorts, recent reflaggings, announced PIPs, and wire centers with retirement notices	80 properties listed, 20 flagged priority
2–6	Run Sequence A on 20 priority properties (GM + chief engineer); Sequence B on 5 management companies; walk in on every priority property within 20 minutes' drive, 1–3pm only	10 audit meetings booked
4–10	Deliver property walks with chief engineers; produce Property Survey Reports including the 911 posture check; proposals within 5 business days with the one-page owner summary	6 proposals out
8–13	Close and install first properties overnight; harvest immediately: management-company expansion from the pilot, GM and chief-engineer referrals across the portfolio, AHLA chapter presence with the first cutover story	2–3 closed properties; 1 management-company pilot

KPIs: audits delivered, 911 posture checks performed (the voice-attach predictor), audit-to-proposal rate (target 60%+), proposal-to-close (target 40%+), lines per property, guest-room ATA lines attached, and management-company expansion revenue at 12 months.

Final discipline note: hospitality buyers sell service for a living and will judge MIX by its own standard — show up in the 1–3pm window, cut over in the overnight lull, and never make the GM explain a vendor to a guest. And treat the Kari's Law story with the gravity it deserves: it is the strongest fact in the deck precisely because it is not a sales line. Reps who use it respectfully close; reps who use it as a scare tactic get walked out.