



2024

# Yeastar Partner Go-to-Market Playbook

The product message, guidance, and resources  
for Yeostar channel partners

# Partner



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2024/01/01



# The Objective

Selling a new solution is no easy task.

This playbook provides you with insights and resources to understand Yeastar product positioning, optimize your customer outreach, continue customer conversation, and drive profitability.

The material is meant to be straightforward and centers on the marketing and sales of Yeastar P-Series Phone System to your SMB and enterprise customers.

## Who Should Read:

✓ Sales

✓ Marketing

✓ Brand Manager



This playbook will be updated regularly. Be sure to bookmark [https://hubs.ly/Q02g\\_Bp0](https://hubs.ly/Q02g_Bp0) and check for updates.

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## PART 1

# Understand Yeastar P-Series To-Customer Messaging

The value positioning and key selling points

# How to position Yeastar P-Series Phone System?

Focusing on delivering "easy-first unified communications", Yeastar P-Series Phone System is an easy-to-use, easy-to-manage, easy-to-integrate, and easy-to-adopt solution that offers companies of all sizes with a complete package for calls, video, messaging, and integrations, out of the box.

With simple user apps, inbuilt visual call management, integrated video conferencing, advanced contact center features, and ready-made WhatsApp, SMS, Microsoft Teams, CRMs, and more platform integrations, Yeastar P-Series connects dispersed teams, level up customer experience, streamline IT, and boost efficiency at all levels.

## ○ Primary Message

Establish Yeastar P-Series as uniquely positioned to deliver easy-first unified communications at lower costs.

Easy to use

Easy to manage

Easy to integrate

easy-to-adopt

→

## ○ Key Solution Capabilities

PBX | Call Center | Omnichannel Messaging | Lightweight Web Meeting | 3rd-party Integrations

## ○ Business Value & Impact

### | For Business Owners

- Future-proof business with UCaaS + CCaaS in one platform
- Omnichannel communications to boost customer engagement and sales

### | For Employees

- One simple app for all—call, meet, message anywhere, on any device
- Work more efficiently with integrations & automation

### | For IT and System Admins

- Simplify setup, admin, and IT management
- Protect, control and manage access easily
- Maximize uptime in case of unforeseen events

# Key Selling Points

Customers will request features based on what they know, however as a Yeastar partner you can advise them on topics and Yeastar advantages they could have missed. Below are a few examples, but there are [more points and features to be considered](#).

## > Improve Employee Efficiency

From must-have to nice-to-have, Yeastar includes 100+ enterprise-level features as standard.



### Linkus UC Clients

Stay connected anywhere, anytime, on any device with one simple app for all—all office extension features, internal team chat, customer messaging, video conferencing, phonebooks, and more.



### Microsoft Teams Integration

Free embedded calling app for Teams. Click to call, check voicemails, and find contacts right within Teams. Bring enterprise calling to Teams and avoid expansive Teams Phone license.



### Call Operator Panel

Handle company-wide call reception more efficiently than ever. See all inbound/outbound call activities in one screen, drag-and-drop to route calls, and many more.



### Outlook Integration

Click to call Outlook contacts, receive call popups, check call logs without leaving Outlook.

### Suggested Assets

- P-Series Phone System: [Web Page](#) | [Customer Brochure](#) (Download the editable version in the [Partner Portal > Resources](#)) | [Datasheet](#) | Product Video in [English](#), [Español](#), [Français](#), [Italiano](#), [Deutsch](#)
- Linkus UC Clients: [Web Page](#) | [Brochure](#) | [Solution Video](#) | [Beginner Guide](#)
- Call Operator Panel: [Blog](#) | [Video](#)
- Teams Integration Solution: [Web Page](#) | [Brochure](#) | [Video](#)
- Outlook Integration Solution: [Web Page](#) | [Video](#)



## > Boost Customer Engagement

From call center to omnichannel, enjoy all with no extra cost or admin.



### Call Center

Take customer services up a notch with advanced call queueing features, wallboard, call recording, monitoring, reporting and more.



### WhatsApp Integration

Manage WhatsApp Business company messages directly from Linkus UC Clients and have all customer communications in one place.



### SMS/MMS Integration

Send SMS/MMS to customers and route SMS to multiple agents or queues. Ensure timely response & keep personal number private.



### CRM Integration

Improve customer satisfaction & increase staff productivity by pulling customer history ahead of call & automating the logging.

### Suggested Assets

- Call Center Solution: [Web Page](#) | [Brochure](#) | [Video](#)
- Omnichannel Messaging Solution: [Web Page](#) | [Video](#)
- CRM Integration Solution: [Web Page](#) | [Video](#) | Integration Demo Video for [Zoho](#) | [Salesforce](#) | [Hubspot](#) | [Bitrix24](#) | [Odoo](#) | [Zendesk](#)

## > Enable Remote Working

- ✔ Work on the go with the best iOS, Android, Windows, MacOS, and Web apps in the market.
- ✔ Allow employees to [hot desk](#) anywhere.
- ✔ Inbuilt [remote access service](#) to avoid risky, complex port forwarding.

## > Save on Investment

- ✔ No extra costs on advanced features.
- ✔ Re-use existing hardware and make huge savings (freedom on choosing SIP trunks and peripheral hardware).
- ✔ Streamline duplicative services to one bill.
- ✔ Greater return on investment.

## > Streamline Admin & IT

- ✔ Open-standard, intuitive PBX. No vendor-locked-in.
- ✔ Point-and-click configuration. No special training is required.
- ✔ **Control and manage users easily:** [User roles and permissions](#), [identity management](#) through Microsoft Azure AD & Active Directory integration, etc.
- ✔ Inbuilt [multi-layer security](#). All in control.
- ✔ Better fault tolerance with real-time failover.

## > Future-proof Business

- ✔ Yeastar's over 100 R&D experts push new features & optimization almost every quarter, keeping you always at the forefront.
- ✔ **Global ecosystem:** Open APIs and 100+ ready-made business applications, platforms, and infrastructure integrations
- ✔ **Easy Scalability:** Almost unlimited capacity with P-Series Cloud or Software Edition.





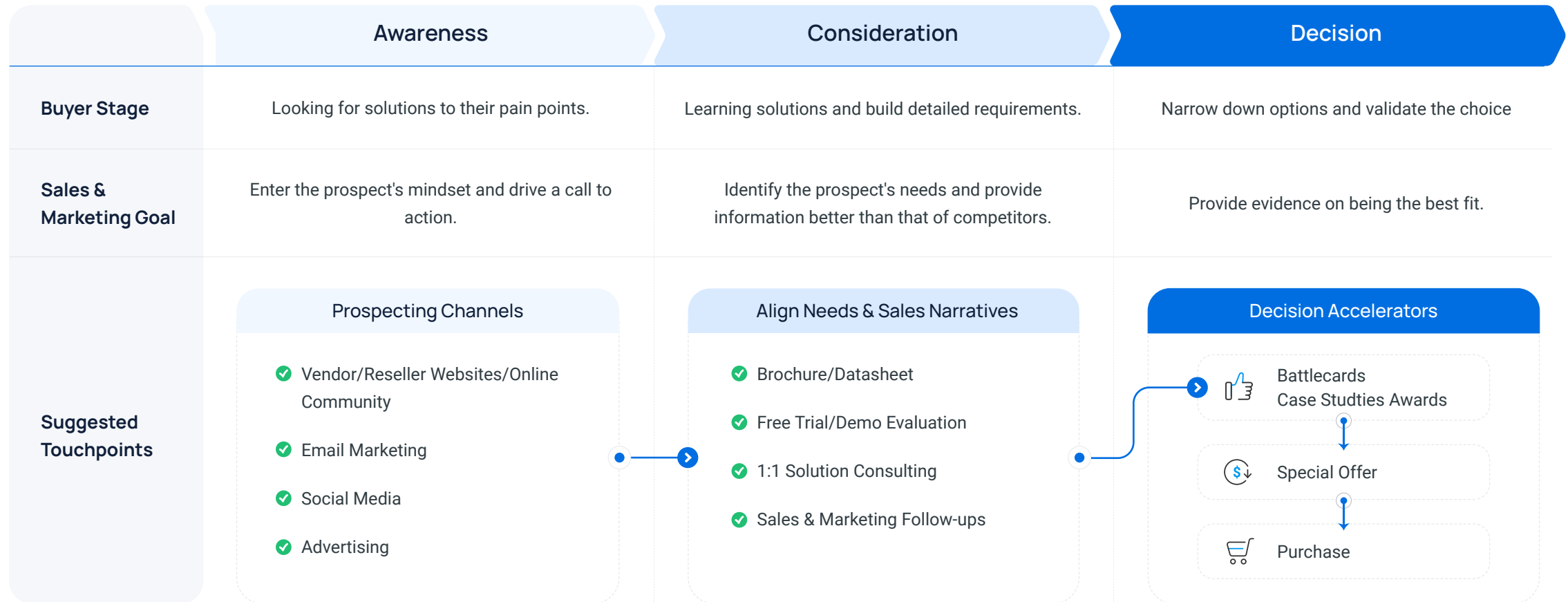
## PART 2

# Ways to **Expand Outreach** & **Accelerate Pipelines**

The best practices and Yeastar partner resources

# Solution Play in Action—the Buyer Journey

Understanding buyer's journey is crucial to sales success. Below is a general buyer journey with aligned marketing and sales touchpoints to speed up the pipelines.



# How to expand outreach?

Customers receive information based on what is given. Create awareness and expand your outreach on the following digital channels can help you generate more leads.



## Website

Leverage [Yeastar partner assets](#) to list Yeastar P-Series on your website. Use it to drive traffic from social media, email, and other digital channels and use your unique [P-Series Free Trial Referral link](#) to generate leads and auto-create trial P-Series PBXs for your leads upon their application.



## Email

Take advantage of 4-point email journey—Welcome Email, Nurture Email, Offer Email, Follow-up Email—to nurture news leads and send to existing contacts. Yeastar offers [editable product intro & solution highlight emails](#) to support your marketing campaign.



## Social Media

Social media enables you to connect with potential customers in a non-disruptive way. It's recommended to post regularly about new deployment to build trusts, or leverage Yeastar's [co-brandable social media images](#) or simply repost Yeastar's product posts to maintain a regular exposure.



## Advertising

You may use these suggested keywords to better target potential customers: PBX, IP PBX, cloud PBX, hosted PBX, virtual PBX, business phone system, small business phone system, voip phone system, call center phone system.

Follow Yeastar social media:



# How to identify customers and sell?

Not all leads are the same. Use the following questions to guide your initial conversations with your prospects and uncover their unique needs. A customized sales pitch tailored to the pain points is most likely to convert.

1

## Identify the Key Motivator

- Why do the customer want a new phone system?
  - ✓ Opening new office
  - ✓ Current system cannot meet the needs
  - ✓ Migrate to modern unified communications
  - ✓ Reduce maintenance costs
  - ✓ Others

2

## Dive Deeper into Pain Points

- What needs are not being met?
- What issues are users facing?
- What obstacles is the PBX admin facing?
- What are the current costs of calls & maintenance?
- How is this affecting the business overall?

3

## Cover All Points Before the Proposal

- What is the customer's existing user number, business site number, and growing needs in the next 5 to 10 years?
- Do they need to keep existing phone lines? What are the line types and new trunk requirement?
- Do they need to re-use existing hardware? Any specific device integration requirement?
- What are the percentage of remote workers? Any security concerns towards remote working?
- What customer service channels (call center, live chat, WhatsApp, Facebook, SMS, etc.) & business apps/platforms (CRM, PMS, Microsoft 365, etc.) are used? Any integration potential to help customer streamline workflows and enhance efficiency?
- Do they have high requirement on system uptime?
- How do they measure performance? What features can help with that process?



Asking the pain points before delving into specific product requirement can help you better understand the customer's current situation and identify sales opportunities. A tailored consultancy centering on "how to solve the issues" also demonstrates your care and build customer loyalty.

# Resources to accelerate customer decision

Customers may evaluate multiple solutions at the same time. At this stage, use following materials can help prove Yeastar is a better choice and instill customer confidence.



## Battle Cards

- [Yeastar vs 3CX](#) →
- [Yeastar vs Grandstream](#) →
- [Yeastar vs NEC](#) →
- [Yeastar vs Panasonic](#) →
- [Yeastar vs Sangoma](#) →



## Success Customer Stories

Provide relevant or customer case studies by industry, business size, or unique business needs to convince customer on the results.

[Find customer stories here](#)



## Awards & Recognition

Position Yeastar as a industry-leading, trust-worthy brand by showcasing Yeastar's certificates, awards, and recognitions received from renowned organizations.

[Awards & Recognitions](#) | [Certificates\\*](#)







## Special Project Support

Register your projects on the Yeastar Partner Portal and involve in Yeastar resources for special support on pricing, solution building, and more to speed the conversion.

[Register project on partner portal](#)

\*Certificates download is available on the [Partner Portal > Resources](#).


# Yeastar Partner Resources & Marketing Assets List

Learn 	Market 	Sell 	Deploy 
<ul style="list-style-type: none"> <li>• P-Series <a href="#">web page</a></li> <li>• P-Series datasheet in <a href="#">English</a>, <a href="#">Français</a>, <a href="#">Deutsch</a>, <a href="#">Italiano</a>, <a href="#">Español</a>, <a href="#">Русский</a></li> <li>• P-Series essential FAQs: document center for <a href="#">Cloud Edition</a>, <a href="#">Software Edition</a>, <a href="#">Appliance Edition</a></li> <li>• Linkus UC Clients <a href="#">Beginner's Guide</a></li> <li>• <a href="#">Yeastar Academy video courses</a>: learn everything from P-Series deployment to management</li> <li>• <a href="#">TDM PBX upgrade accelerator kit</a>: learn how to persuade customers to upgrade their legacy PBX</li> </ul>	<ul style="list-style-type: none"> <li>• P-Series web content*</li> <li>• Customer email templates*</li> <li>• Editable images*: product/ web banner/ social media</li> <li>• P-Series product video in <a href="#">English</a>, <a href="#">Español</a>, <a href="#">Français</a>, <a href="#">Italiano</a>, <a href="#">Deutsch</a>, <a href="#">Русский</a>, <a href="#">ภาษาไทย</a>, <a href="#">Arabic</a></li> <li>• Linkus UC Clients solution <a href="#">video</a></li> <li>• Yeastar <a href="#">brand video</a></li> <li>• Ebook: <a href="#">debunking 8 misconceptions about TDM to IP migration</a></li> <li>• Ebook: <a href="#">business phone system buyer guide</a></li> </ul> <p>* These type of resources has rich files, please filter and download them in the partner portal.</p>	<ul style="list-style-type: none"> <li>• P-Series presentation slide in <a href="#">English</a>, <a href="#">Español</a>, <a href="#">Français</a>, <a href="#">Italiano</a></li> <li>• P-Series battlecards with <a href="#">3CX</a>, <a href="#">Grandstream</a>, <a href="#">NEC</a>, <a href="#">Panasonic</a>, <a href="#">Sangoma</a></li> <li>• P-Series <a href="#">customer stories</a>   <a href="#">videos</a></li> <li>• P-Series <a href="#">free trial referral link</a></li> <li>• P-Series <a href="#">to-customer brochure</a> (download the editable version in the Partner Portal)</li> <li>• P-Series <a href="#">call center solution brochure</a></li> <li>• P-Series <a href="#">Microsoft 365 integration solution brochure</a></li> <li>• P-Series solution brochures by industry: <a href="#">hospitality</a>, <a href="#">healthcare</a>, <a href="#">K12</a>, <a href="#">general vertical solution brochure</a></li> <li>• P-Series <a href="#">cloud edition security feature book</a></li> </ul>	<ul style="list-style-type: none"> <li>• P-Series document center (technical guides) for <a href="#">Cloud Edition</a>, <a href="#">Software Edition</a>, <a href="#">Appliance Edition</a></li> <li>• Videos: P-Series <a href="#">PBX quick start guides</a></li> <li>• Videos: P-Series <a href="#">integration how-tos</a></li> <li>• <a href="#">Linkus UC Clients Beginner's Guide</a> (quick start guide for <a href="#">mobile client</a>, <a href="#">desktop client</a>, <a href="#">web client</a>)—share with customers to help them start using Linkus apps</li> </ul>

 Visit the Yeastar [Partner Portal > Resources](#) to learn more



Yeastar helps businesses realize digital values by making communications solutions easily accessible from ownership and adoption to daily usage and management. Yeastar has established itself as a leading provider of UC solutions with a global partner network and over 450,000 customers worldwide. Committed to delivering the right technology to value-oriented businesses, Yeastar offers easy-frist products and services for UC&C to enable them to win in the modern digital world.

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