



MobilSense Sales Objection FAQs

Revised: July 23, 2019

1. Prospect doesn't see a need for outside mobility management assistance

a. *Inhouse resources have things under control.*

Companies often judge their success at managing mobility based on meeting budget consistently or on maintaining steady spending. Neither of these reasons address the root of the issue that they may have been paying too much all along. In addition, there are a variety of tasks such as cost allocation, provisioning and help desk that can be done much more efficiently with automation even though they have enough resources to complete the tasks. A no-charge evaluation of their costs can illuminate their real mobile costs.

b. *Company feels they have negotiated a favorable contract.*

While effectively negotiating favorable contractual conditions is always important it is far from enough. Today's data pools require constant vigilance in order to avoid overages or paying for unused data. Focusing on contracts also does nothing to address inefficiencies of inhouse resources for all the other needed processes.

c. *The carrier rep is taking care of us.*

Carrier reps are not financially motivated to spend time optimizing carrier invoices and commission structures can even run counter to that objective. Some do provide occasional optimization recommendations, but they never result in optimal cost outcomes. In the ever-growing data usage challenge, carriers cannot provide any real assistance.

d. *Prospect has put all devices on unlimited data plans eliminating the need for optimization.*

Although this reduces the need to monitor pools monthly, there are two disadvantages to this approach: it is much more expensive than optimizing with a combination of pool and unlimited plans and for heavy users, the carriers begin to throttle data speeds on higher users.

2. Prospect already has third party assisting with managing mobility

a. *We have a consultant that helps us, we don't need any help.*

Consultants provide valuable service, but the cost model is usually higher than a fixed fee per device with an automated solution. Consultants also aren't typically equipped to manage the daily or monthly business process tasks including provisioning, help desk and invoice payment and processing.

b. *We have an auditor who only takes a share of the savings they generate.*

The 'gain-share' model is only focused on carrier optimization and ends up costing more than a fixed fee per device model. Automated solutions provide reporting advantages bring efficiencies to all mobility business processes, not just carrier savings. Algorithms are much more reliable than auditor expertise which can vary dramatically.

c. Prospect is using the service of another WEM vendor, no need to change.

Not all mobile cost management solutions are equal. MobilSense is the only vendor that has integrated mobile cost management and data usage management technology into the same solution. If the prospect is month-to-month or nearing a renewal, it will be worth their time to get a second opinion on savings via a free evaluation.

d. Prospect is using the service of another WEM that is not performing to expectations, but do not want to endure the business disruption of replacing this vendor.

Any company already using a WEM vendor has solved 80% of the challenges in implementing a solution. MobilSense is very experienced in migrating from other WEM vendors to our more robust solution.

3. Prospect has a freeze on capital expenditures, no budget for new solutions.

MobilSense has supported over 700 companies and has a consistent track record of providing budget-neutral solutions. In most cases our ROI is 2X to 4X their monthly fee. The carrier cost optimization funds the other business process by improving velocity through process, accuracy of financial data and accuracy of inventory. These issues improve overall efficiency and do not need to explicitly be funded.

4. Prospect key contact feels their job is threatened by the implementation of a WEM solution.

Manual effort to manage all the processes with mobile devices cannot be managed as effectively without automated software. This, however, can be perceived by some as a threat to job security. Savvy telecom specialists will recognize their ability to shift focus to higher value tasks by automating their more mundane responsibilities and in some cases, it can bring clarity of purpose to an overloaded administrator.

5. Prospect is looking to outsource mobile cost management; can you do that?

We can tailor our service and software to any support model, total outsourcing to self-service. Most-effective models maintain some internal connection to the mobile processes, particularly the role of setting and enforcing mobile use policies.

6. Prospect currently employs a Bring-Your-Own-Device (BYOD) strategy. Is there anything we can do for them?

To effectively use MobilSentry™ carrier invoices must be available to download from carrier browser sites as a consolidated invoice. When companies have employees owning and paying for their devices, it is not practical to retrieve electronic invoices in a distributed fashion.

Decisions to consider BYOD are often focused on narrow needs, not the big picture. It typically occurs where companies struggle at effective mobile management. It shifts administrative and cost burdens to employees and can actually be more costly in time and labor depending upon the company's reimbursement strategy. Lost in this approach is the leverage to negotiate volume carrier discounts and to maintain control over company information captured and stored on mobile devices. Some companies that have tried the BYOD approach have reversed course and returned to a centralized approach with automated mobile expense management capabilities.