



# Getting Leads & VoIP Phones

## Dealers answer questions from fellow dealers

Compiled by: Elizabeth Marvel, Office Technology Magazine

Following are two questions submitted by dealer members as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and others can be found in the members-only section of the BTA website. Visit [www.bta.org/DealersHelpingDealers](http://www.bta.org/DealersHelpingDealers). You will need your username and password to access this member resource.



**What VoIP phone providers have you found to be the most profitable for your dealership? What are the advantages or disadvantages of selling multiple manufacturers?**

### What third party do you use to help generate leads/opportunities?

"We are using 360Connect, but I do not recommend them. We will cancel at the end of our term unless something changes. We also use Listkit and do some of our own SEO work."

*Jeffrey Foley, COO  
Apollo Office Systems, Alvin, Texas*

"We have recently refreshed our website and are looking at EvolvedOffice to help us generate content/leads."

*Chris Black, president  
R.K. Black Inc., Oklahoma City, Oklahoma*

"Lead360."

*Sam Stone, president  
Stone's Office Equipment, Richmond, Virginia*

"We do not use external lead generation. We just hire hunters to go after new business."

*Nick Lioce, president  
The Lioce Group, Huntsville, Alabama*

"Online leads through 360Connect."

*Michael DelBorrello, owner  
Cyan Sky Copier Technologies, Schnecksville, Pennsylvania*

"BuyerZone and networking with other, bigger MSPs."

*Tim Stanley, owner  
TDSiT, Lowell, Arkansas*

"We do not have a third party to assist. We are big on social media and our website."

*Kim Valenta, vice president  
Offix, Gainesville, Virginia*

"The program with Konica Minolta [Cloud PBX with Webex] has been excellent. We fill out a basic form and put our client together with the Konica Minolta team. Konica Minolta handles everything and we get paid. It's wonderful. From my experience carrying multiple lines, it adds expense, reduces my bottom line and has no meaningful effect on increasing sales."

*Clint Feybusch, president  
Office Concepts, Warminster, Pennsylvania*

"Zultys, via TAG [Technology Assurance Group]. Everything is good and they do a great job of training, support and all the billing. We have another [VoIP provider] and never use them."

*Tim Stanley, owner  
TDSiT, Lowell, Arkansas*

"We have Zultys and Core Fax. Both are equally profitable."

*Peter Napolitano, sales manager  
United Business Systems, Buffalo, New York*

"We only sell RingByName."

*Stephen Valenta, president/owner  
Offix, Gainesville, Virginia*

"We sell Cytracom VoIP. We have been satisfied with the service, although you have to be prepared for a barrage of emails and phone calls when you put in a deal, and then it doubles down when you close a deal. It's a commission-type structure where you get paid percentages on the monthly recurring revenue (MRR), which scales up as you sell more seats. We like it because it isn't taxing on us to deploy and doesn't take a lot of support once installed. I think we started out at 20% on the MRR and are now up to 30%."

*Ron Hulett, president & CEO  
U.S. Business Systems Inc., Elkhart, Indiana* ■

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