

## Internal Sales Playbook

Campaign Theme:

"You've Been Breached / Don't Let This Happen to You."

### Overview

A major competitor experienced a breach that exposed archived text messages from regulated industries. The root cause? Their solution lacked end-to-end encryption from the app to the archive.

This has created a moment of opportunity to:

- Win trust from risk-conscious prospects
- Highlight our unique advantage (encryption + compliance + support)
- Close deals faster using a compelling limited-time offer

### Who This Applies To

#### Public Safety / Government (Law Enforcement, EMS, Fire, Emergency Mgmt)

- Sell Movius MultiLine + T-PRIORITY™
- Emphasize both secure communications and prioritized network access

#### Healthcare, Financial Services, Education, and Other Regulated Sectors

- Sell Movius MultiLine only
- Focus on mobile compliance, encryption, and secure logging

### What Happened (Context for Sales Team)

- **A competitor's archived mobile messages were breached**
- **No encryption between app and archive**
- **Exposed customers to:**
  - HIPAA, FINRA, FISMA non-compliance
  - Reputation risk
  - Lawsuits and regulatory action

This is a critical moment to offer a trusted alternative with better protection.

## Campaign Goal

### Capitalize on the breach event to:

- Highlight Premier Wireless + Movius + T-Mobile as the **trusted, secure alternative**
- Promote our **limited-time offer** to drive fast decision-making
- Position Premier as both a **tech enabler** and **support partner**

## Core Messaging

### For All Verticals:

- "Compliance isn't enough anymore. It's time to secure the way your team really works."

### Premier Wireless Positioning:

- We partner with Movius to deliver the most secure, compliant mobile communication platform for regulated industries. Voice + text encrypted, logged, and archived.

### Add for Public Safety Only:

- T-PRIORITY™ gives your agency guaranteed connectivity during emergencies. No logins. No toggles. No downtime.

### Offer:

- **50% OFF MultiLine + Network Mobile Capture for 12 Months**
- Up to **18% OFF ongoing**, starting Month 13
- Applies to accounts with **100+ lines**
- **36-month contract** required
- Offer expires **June 30, 2025**

### Tone:

- Direct, confident, and responsible
- Avoid scare tactics; focus on peace of mind and readiness

## Vertical Messaging

### Healthcare

- "What was said and when matters. MultiLine ensures every call and message is logged, encrypted, and accessible under HIPAA."

### Law Enforcement / Government

- "No more gray areas. Secure calls and texts. Traceable logs. Full visibility."
- "Pair with T-PRIORITY™ for guaranteed 5G access during outages or large-scale events."

### Financial Services

- "Whether it's FINRA, SEC, or internal policy—your mobile communications are audit-proof and secure."

## Talk Track Examples

### General

- "The breach showed compliance alone isn't enough. It's time for real security and control."

### Healthcare/Finance

- "Even systems built to be compliant failed. MultiLine protects voice and SMS with encryption and audit-logging."

### Public Safety

- "What happens when your network slows or fails? MultiLine + T-PRIORITY™ means you stay connected AND compliant—in real time, all the time."

## Product Tiers (MultiLine)

- **MultiLine Basic:** Assign secure business numbers to personal phones
- **Text Archiving:** Store encrypted SMS records
- **Voice + Text Archiving:** Complete capture for compliance and investigations

## Sales Offer Details

# of Lines	Promo (Months 1-12)	Promo (Month 13+)
100 – 999 lines	50% OFF	Up to 18% OFF
1000+ lines	50% OFF	Up to 18% OFF

- **36-month contract**
- **Offer expires June 30, 2025**

## When to Include T-PRIORITY™

### Only include T-PRIORITY™ when selling into:

- Law enforcement
- EMS / Fire
- Emergency Management
- Public Safety Agencies

### Not applicable for:

- Healthcare
- Finance
- Education
- Corporate sectors

## Next Steps for Sales Team

- Use email templates from the breach campaign
- Update pitch decks for public safety with T-PRIORITY™ positioning
- Use lead filters to separate public safety vs. general regulated markets
- Lean on urgency: The breach happened. The discount expires. Let's move.