

THE 5 QUESTIONS YOU SHOULD ASK WHEN RENEGOTIATING YOUR WIRELESS CONTRACT



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Your wireless contract is one of the most expensive bills your company pays. Face it, you can't manage without your mobile device. But, if you aren't asking the right questions during your contract negotiations, not only are you wasting time, but you will pay even more.

THE BILL POLICE TO THE RESCUE!

We have the inside scoop on how to reduce the cost of your contract, save you time by asking the right questions, and get some freebies along the way (we know, magic!). So without further ado, here are the five most important questions you should ask when renegotiating your wireless contract:

1. "WHAT AM I PAYING TODAY?"

It is important to establish a good starting point to compare current pricing to proposed new pricing. Determine how you will benchmark your current costs, set a goal for cost reduction, then use proposed amounts to maintain good metrics and streamline your devices.

For example, The Bill Police uses a Cost Per Device overall method which shows an original benchmark of say \$50 per device. If we want to decrease the amount by 25%, we know we need to get to \$37.50. Share this with the carriers so they can understand your goals and then use the below techniques to whittle away by category.

Don't forget to include Individual or Employee Devices in the overall calculation of spend. By streamlining your devices, wireless carriers can offer you multiple device plans that will decrease the overall wireless plan cost.

2. "WHAT FREE SERVICES OR DISCOUNTS AM I ELIGIBLE TO RECEIVE?"

Many people see asking for "freebies" as uncouth or presumptuous. That's not the case! Freebies are the way of the world, especially in a world where wireless companies have new promotions every month offering discounted or free services. This is another opportunity to see what discounts are available for multiple device wireless plans.

With all the money that wireless companies are making (Verizon, AT&T, T-Mobile and Sprint had revenue of **\$15 Billion**, **\$14.5B**, **\$7.3B**, **\$5.5B** respectively in Quarter 1 of 2017), they can certainly afford it!



Asking for free services is very valuable because the price point of phones continues to rise as devices become more complex. Most carriers have done away with free or very low-priced upgrades in favor of payment plans for a new phone. I mean, gee thanks, how generous (read: sarcasm)!

3. “HOW CAN YOU MATCH XYZ (CARRIER)?”

We aren't in 2010 anymore, Toto. Guess what, the market is great for enterprises! There are more choices than ever for a wireless carrier. Save time by knowing what type of plan fits your company's wireless needs the best prior to renegotiation of your wireless contract. If you see a promotion in a commercial, write it down and ask your wireless representative about it when you have a clear vision of what your wireless contract should entail. Here are some common plan features:

- Unlimited texting
- No Roaming Charges
- Shorter Upgrade Term
- Prepaid plans
- And the list goes on and on especially for businesses with market industry knowledge.



Think about it -- the big players right now are Verizon, AT&T, T-Mobile, and Sprint, but smaller and competing companies are popping up all the time! Save your company some time by keeping an eye out for promotion from these small companies like Cricket Wireless, U.S. Cellular, Ting, Consumer Cellular, Boost Mobile and Metro PCS. They can afford to be far more innovative than their large and lumbering counterparts.

4. “HOW OFTEN AM I ELIGIBLE FOR UPGRADES?”

The sad fact is that cell phones just don't last. You may get two or three years out of them, if you're lucky. So it is important to ask how frequently you will be eligible for upgrades on your company's phone lines. By knowing when you are eligible for an upgrade, you won't have to waste time by taking a visit to your local wireless provider to find out if you qualify. Smart strategies for this are to:

- Ask for a reduced rate on bulk upgrades
- Seek wholesale stock for last year's model
- Research durable cell phones

Part of this is holding your employees accountable for taking care of their wireless device. Just because you "can" go bungee jumping with your cellphone, doesn't mean you "should." The fact is, companies are profiting off of selling you cell phones. Big time. Companies have it in them to adjust their terms, it's just up to you to ask.

5. **“WHAT CAN YOU DO TO INCREASE MY DATA ALLOWANCE?”**

This one is a longshot, but if your company has a lot of weight it can throw around, then go for it. This is one of the toughest points of your contract to negotiate. Why? Transporting data to your phone is expensive for carriers because it can suck up a lot of bandwidth, so they may not be making as much of a profit as they do with texting or cell phone minutes charges. But take this into consideration -- if you have a large plan with a lot of devices and always pay your bill on time, **your wireless provider and/or representative wants to keep your business.** Also, remind your wireless representative of any streamlined or multiple device plans that are in contract to create a sense of urgency as to why you need an increase on your data allowance.

If your company leaves a carrier, they can say bye-bye to a very significant customer (and probably commission check). So even if you get a no on this one, you may get hidden freebies by asking about this! And if they do relent and give you this, think of all the money you will save on data overages from employees who are traveling!



Negotiating with your wireless provider when it's time to renew your contract can be tricky and can lead you to have questions and concerns. If you want answers, [click here](#) so we may contact you and help to guide you through the process.

Still Protecting Your Wireless Rights.....