

The Definitive Guide To Choosing The *Right* Phone System For Your Small Business

Buyer Beware!

**Do NOT Buy A New Phone System For Your Business Before Reading
This Guide To Avoid Getting Trapped In An Impossible-To-Cancel
Contract
For An Expensive, Frustrating Phone System You Hate**

Read this guide to discover:

- ✓ The uncensored facts about the phone system industry that no phone salesperson will ever tell you, but that you should know before buying.
- ✓ How to cut through all the technical mumbo-jumbo and confusing features to know what's truly the most important attributes and features to look for.
- ✓ A hidden "gotcha" clause phone system vendors try to put in their contracts that lock you in forever and legally bind you to pay thousands of dollars in penalties to cancel – even if the phone system and service doesn't work as advertised. Do NOT sign a contract if this clause is in there!
- ✓ The proposal "shell game" of hidden costs, taxes and unanticipated monthly fees that 99% of all phone system sales people WON'T tell you about before you buy that trick you into thinking you're getting a bargain (you're not).

Provided as an educational service by:

Titan Technologies, LLC

Paul Nebb

www.TimeForTitan.com

Why I Wrote This Report

A Personal Letter From Paul Nebb, Titan Technologies

Dear Colleague,

Choosing a new phone system is a critical decision you want to get right. Choose poorly, and you'll be endlessly annoyed and hamstrung with a confusing, difficult and limited system that is constantly breaking down, dropping calls and frustrating you (and your customers!) with poor sound quality and non-existent support.

Worse yet, many phone system vendors will lock you into a long-term contract that you will have to pay HUGE fines to get out of, even if the service is terrible and the phone doesn't work as advertised. Further, you're busy – and switching phone systems is no easy task. And what if the new system is as bad (or worse!) than the one you just got rid of? The devil you know keeps you stuck – after all, it's very, VERY difficult to determine if a phone system will work as advertised UNTIL you sign on the dotted line.

You can see the dilemma, which is why I wrote this report.

As an IT services company that has been selling phone systems for 18+ years to small and mid-sized companies, I've been shocked and appalled by how much the phone system industry has taken advantage of small businesses.

From grossly confusing “geek speak” to misleading advertising, hidden fees, onerous contracts and horrible service, I felt it was time someone told the plain truth about how to find an easy-to-use, fairly-priced, quality phone system that will *actually* work as advertised – or better!

My sincere hope is that by making this information public, we will help raise the standards within the phone system industry, and to give YOU useful information to avoid making a very expensive decision you'll deeply regret.

Dedicated to serving you,

Paul

Paul Nebb
CEO, Titan Technologies
Phone: 732-972-6665
E-mail: Paul@timefortitan.com
www.TimeForTitan.com

About The Author



Paul Nebb is the CEO and Founder of Titan Technologies, a full-service managed IT and cybersecurity firm based in Freehold, New Jersey. Since launching the company in 2008, Paul has helped hundreds of businesses across the region navigate the ever-evolving world of technology, with a special focus on compliance, cybersecurity, and operational efficiency. His client base spans from small firms to national companies across industries such as law, accounting, manufacturing, and healthcare.

Paul holds a Master’s Degree from Fairleigh Dickinson University and has earned multiple certifications in technology, terrorism, and emergency preparedness. With over two decades of experience, he is recognized as a cybersecurity expert and thought leader.

His expertise has led to speaking engagements across the country, including appearances at the Nasdaq podium in New York, Times Square’s JumboTron, the Harvard Club of New York, the Harvard Club of Boston, the New York City Bar Association, West Point Military Academy, and Microsoft.

In addition to leading Titan Technologies, Paul is also the **star and co-producer** of two cybersecurity documentaries: *Cybercrime: The Dark Web Uncovered* and *Cybercrime: Fallout*—projects that further amplify his mission to educate business owners on the real-world threats facing today’s digital landscape.

Under Paul’s leadership, Titan Technologies has grown into a trusted IT partner for small to mid-sized businesses throughout Central New Jersey. Known for his down-to-earth communication style, Paul is often referred to as “The IT Educator,” thanks to his ability to simplify complex tech for business owners and executives.

When he’s not leading Titan or speaking on cybersecurity, Paul enjoys traveling the world, making new friends, and discovering great food wherever he goes.



Phone System Marketing Is Out Of Control! How To Avoid Falling For The Hype (And Making A Poor Choice)

If you're like most of our clients, you're probably looking for an honest expert who can advise you on which phone system is right for your specific situation and needs. One that is easy to use and works as advertised.

Problem is, phone system marketing is out of control online, with dozens of pure marketing sites posing as "best of" directories that are nothing more than marketing firms who are experts in search engine optimization (not phone systems) that sell leads and directory rankings to the highest bidder. They are NOT interested in providing good advice to you – they are interested in getting you to click or request a quote so they can sell your lead to multi-million and billion-dollar companies like Ooma, RingCentral, Vonage, etc.

In fact, marketing for "business phone systems" is one of the most competitive online, with a single Google click costing anywhere from \$500 to \$1,000 – for a single *click*! Is it any wonder that your search for "business phone systems" is full of SEO-optimized directories and big corporate players who can afford such outrageous marketing fees?

NONE of these sites provide useful information to make a good decision. The marketing directories who rank phone systems don't tell you how they are actually ranking their "top" providers or "best rated." They often don't provide details on how the reviews are verified for integrity (if they're checked at all) and all reviews are completely anonymous. And they certainly are light on facts and transparency. Clearly this is NOT how you want to choose your next phone system, and you can bet your bottom dollar that these sites won't be around to help you if the phone system you buy turns out to be a giant disaster.

Another marketing trick many use is offering free phones and "phone lines as low as..." type offers. These are often used as marketing bait to lead you into thinking you're getting a good deal – but buyer beware! We all know you get what you pay for, so these offers are perfectly acceptable PROVIDED the phone actually performs as it should.

That's why we wrote this guide. Much of the advertising we see for phone system is misleading and fails to tell you the WHOLE truth. Yes, there certainly ARE good money-saving deals out there and not all of them are fake – **but "cheapest price" should not be #1 on your list of criteria when making a decision on a new phone system because the money saved initially will be long forgotten and lost to countless hours of frustration later trying to make a bad system work.**

We cannot change the way phone system vendors advertise, but we can help you make your way through the "geek speak" and half truths. There ARE good phone system vendors out there. Lots of them. You just have to know what to look for and what questions to ask – which is what this report is about.

The Two Biggest Problems With VoIP Phones And How To Avoid Them

First of all, VoIP is an overused term that confuses a lot of people. They think it's a phone on your computer, a software application or a physical phone you plug into your PC.

Those were all the early iterations of VoIP. Today, a "VoIP" phone is more of a SERVICE than a physical phone (although physical phones still play into this). With a VoIP service, you can use any cell phone, your PC or other devices to make calls and send messages, which gives you the ability to make and receive calls from any location with a reasonable Internet connection.

But many people have a fear of moving to a VoIP for two legitimate reasons. The first is call quality and the second is "What if the Internet goes down?" So let me address both of those valid concerns and why with the RIGHT phone, this is not an issue.

Problem #1: Call Quality

It's true that in the past, VoIP phones have been notorious for garbled, choppy, low-quality sound and dropped calls. However, the technology that operates these phones has come a long way in the last couple of years, and Internet bandwidth (which is a key component to call quality) is faster and cheaper.

So any sound quality issues you might have on a new VoIP system is due to two problems – your bandwidth isn't sufficient, or your firewall, router and computer network (where the phone now resides) is not set up properly for the phone. That's it.

This is why it's critical for your phone vendor to assess your network before selling you a phone to make sure the phone you're buying will actually work on the network you're plugging it into.

KEY POINT: Big phone vendors like AT&T or RingCentral will NOT do this assessment before selling you a phone. They will take your money, ship you a phone in a box and leave you to set it up. When the call quality is horrible and you call them for help, they'll simply point the finger to your Internet provider, bandwidth or computer network and wish you good luck. They WON'T troubleshoot that issue for you, which is why you want to buy a phone system from a local IT company that **will own 100% of the setup, problems, and call quality.**

Problem #2: What If The Internet Goes Down?

Without a doubt, the internet WILL go down, but that doesn't mean your phone system has to. That's because the "brain" of the phone is not hosted in your office. It's hosted in a secure and highly-reliable server that has multiple backup systems for Internet connectivity. Therefore, when your local Internet goes down, you can have the phone automatically set up to do a number of things, such as:

- Route to a designated cell phone or other location.

- Go to an auto attendant you set up to allow the person to leave a voice mail, similar to your after-hours call system.
- They can leave a voice mail, and that voice mail can be e-mailed to you.

A good phone system vendor will set this up in advance so calls are automatically handled the way you want and instantly “fail-over” without you having to do anything.

The Truth About All VoIP Phone Systems That No Salesperson Will Tell You

Here’s the biggest “secret” to the phone system industry that you won’t see any vendor advertising: ALL phone systems are basically the same in features and capabilities.

Sure there are a few things some phone systems can do that others can’t, like integrating with your CRM, but for the most part, it’s a highly competitive field and every feature offered by one phone system is offered by them all. So all the marketing hype about how *their* phone system is “the best” or better than the rest is just marketing propaganda that should be taken with a grain of salt.

So how DO you compare, and what IS the most important point of differentiation that you need to look for?

Here it is: The most important “feature” is not in the phone itself but in the after-sale SERVICE – who is setting it up, who will be there to install it, configure it and make sure it works, and who you will call when you need help.

It should not surprise you that most small business owners and office managers do not know how to properly set up a phone system and customize it for their office, nor do they want to learn. They also don’t want to become experts at their phone systems – they simply want an EASY TO USE system that consistently works.

That’s why you want to really investigate the after-sale service. When something goes wrong or when you can’t get the system to do what you want it to do, how easy is it to get fast, easy and helpful support? Further, who will be there to conduct the cut-over to the new system and make sure it works?

Here are two critical questions you need to ask the vendor about support BEFORE you buy:

1. **Who will set my new phone system up and customize it for my specific needs and situation?**

Get specifics here. Some vendors simply ship you a phone and require you to set it up yourself. Sure they’ll *tell* you all you have to do is “plug it in,” but rarely is anything that easy. Instead of doing it for you, they’ll give you the 100-page instruction manual you’ll

need to muddle through and a “customer support” website that will require you to search through hundreds of questions to find the answer to your specific problem, which is time-consuming and frustrating. Rarely do these sites provide the answers you need quickly.

Then the day of the cut-over, you’re scrambling to make the system work, frantically trying to figure out how to troubleshoot it and set it up.

Worse yet - if you CAN’T get it to work and you CAN’T get it to do what you want it to do, exactly how will they help you? Do they have local techs who will come to your office and set it up? Troubleshoot it? This brings me to the next question...

2. How do I get help if the phone system isn’t working or I can’t get it to do what we need it to do?

As outlined above, we all know how exasperating it is to try and get a “customer service” person to help from a big, nameless, faceless corporation.

So we recommend you look for a reputable, local phone system reseller who will not only set up the phone system for you and customize it for your specific needs, but also be there to provide personalized support, training and help over the phone AND in-office support should the need arise.

One Final Key Point: As already discussed above in the “Problems With VoIP,” you really want to work with a phone system vendor that is also an IT firm, like us. Because your phone resides on your computer network, the network must be assessed prior to installing a phone to ensure it can properly handle the added bandwidth requirements, and to ensure the firewall and router are configured properly. Only an IT firm will know how to do this properly.

By doing the assessment BEFORE you buy, you can prepare in advance and be aware of any additional costs you may incur with the phone.

Again, many phone vendors won’t do this assessment (or won’t do it properly) and then will sell you a phone, only to let you discover later you have to incur hundreds or thousands of dollars in costs to make it work.

19 Critical Questions To Ask BEFORE Signing A Contract To Avoid Hidden Fees, Onerous Contracts And Bad Sound Quality

In addition to the above questions about support covered earlier, here are X additional questions you want to ask BEFORE signing on the dotted line:

1. How many years have you been selling, installing and supporting phone systems?

You want a vendor with a long track record—not someone who just started offering phones as a side hustle. Ask how long they've been working specifically with VoIP, hosted, or on-premise phone systems, and whether they have a dedicated team for installation and ongoing support.

2. How can I be certain the sound quality will be excellent with your system?

Ask if the vendor conducts a **network and bandwidth assessment** before quoting or installing anything. Poor call quality usually stems from underlying network issues, not the phones themselves. A professional provider should be able to guarantee sound quality or at least outline what they'll do to ensure it meets your expectations.

3. How can I cancel and get out of the contract? What are the fees involved?

This is a very important question to ask, especially if the phone system doesn't perform the way you want. Many providers lock you into long-term contracts with steep early termination fees. Every contract should be clear and transparent. Ask for the cancellation policy in writing, and find out if there's a **trial period**, a **money-back guarantee**, or any buyout options if things don't work out.

4. Do I need special cabling?

Most modern phones run over standard network cables (CAT5e or CAT6), but if your office is using older wiring or lacks Power over Ethernet (PoE), you may need upgrades. Ask if your current cabling has been evaluated and whether additional wiring or hardware will be required.

5. Do you offer any type of money-back guarantee?

This is important for peace of mind. A reputable provider will stand behind their system and offer a **30-day money-back guarantee** or similar satisfaction policy—especially if you're making a long-term commitment.

6. Can I keep my current phone number? Are there any additional costs involved to keep my number?

This process is called **number porting**. Confirm that the provider can port your existing numbers over and ask if there are any additional fees, porting delays, or downtime involved.

7. Does the quote include taxes? What other ongoing fees and costs are there?

Some providers exclude taxes, regulatory fees, or even basic features from their quotes to make the price look better. Make sure you're looking at the **total monthly cost**, including taxes, E911 fees, and any required add-ons.

8. What featured are included? What which ones costs extra?

Every provider has a different idea of what's "standard." Ask for a detailed list of included features (voicemail, call forwarding, mobile apps, etc.) and find out what features cost extra—especially things like call recording, analytics, or integrations with other software.

9. Does your system include International calling?

If you need to make international calls, ask whether the system supports it, if it's enabled by default, and how billing works. Request a **rate sheet** so you know what to expect.

10. Will it work with my current firewall, router, Internet and network settings?

Have your existing infrastructure reviewed before installation. Some providers won't touch your network or troubleshoot quality issues if your setup isn't compatible—leaving you with extra costs to fix it after the fact.

11. Does your system support faxing?

Some providers offer eFax or digital fax solutions, while others can support traditional fax machines with adapters. Make sure their solution fits how your business sends and receives faxes.

12. Can I see the system in action before making a final decision?

Ask for a **live demo**. A good vendor will walk you through how the system works in real time—routing calls, accessing voicemail, managing users, and other day-to-day tasks—so you're not buying blind.

13. If my employees need to work from home, how does your phone system accommodate that? How does the transition happen if we suddenly have to work remote due to a covid-type shutdown or other disaster?

All our systems are **remote-ready**. Employees can use mobile apps or softphones on their computers, with full access to call routing, voicemail, and even video calls. If your office suddenly goes remote, there's no interruption in service.

14. Who does the transition to the new phone, and how long will I be down during the cut-over?

Cutting over to a new phone system should be **planned and managed** by the vendor. Ask who handles the process, how long the downtime will be (if any), and whether the number porting is scheduled during off-hours to avoid disruption.

15. What type of training do you offer for my employees using the phone?

Your staff shouldn't be left guessing. Ask what kind of training is included—live sessions, documentation, videos—and whether there's ongoing support for new hires or feature updates.

16. Can you SHOW me how to change office hours, how calls are routed, how to add a new employee, set up out-of-office, etc.?

Get the vendor to **SHOW** you how to do these things, or inquire if they will do them for you. They'll all SAY it's easy, but let them show you on a demo phone. That way you can see how just "easy" it is (or not!).

17. Can you provide me references from other RECENT clients you installed this phone system for?

Any reliable vendor should have no problem providing recent, relevant references—not just generic testimonials. Look for businesses of a similar size or industry to yours.

18. Do I have to record my own voice mail and auto attendant messages, or will you do that for me? Help me find voice talent? Music on hold?

Ask whether the vendor provides **voice talent**, scriptwriting help, or setup for your voicemail greetings and auto attendants. Also check if they can provide **licensed music on hold**—you don't want to get flagged for using copyrighted music.

19. Does your system handle emergency 9-1-1 calls?

Not all phone systems handle emergency calls the same way. Make sure the system is **E911 compliant**, meaning it can automatically transmit your business address to emergency responders—and ask how location updates are handled for remote users.

The Most Important Features To Look For

As I said earlier, almost all phone systems are the same. However, here are a few features you want to make sure are included or at least available:

Voice Mails E-mailed To You

This is a feature many of our clients don't ask for (initially) but later tell us is one of their favorites. Here's how it works, **Whenever someone leaves you a voicemail, the system automatically sends an email with the audio file attached.** That means you can check your voicemail from your inbox, forward it to a team member, or listen on your mobile device without logging into a phone system. It's a huge time-saver and makes staying on top of messages effortless.

Text Communications To Clients

This is particularly important if your business ships products and services OR relies on client/patient appointments. We live in a mobile dependent society and many customers, clients and patients prefer to receive text communications over phone calls.

Call Routing When The Internet Goes Down

Another key feature to have is instantaneous, automatic fail over for phone calls if and when the Internet goes down. Look for a system that can instantly reroute calls to a backup number—like a mobile phone or alternate office—**without any delay or manual intervention.** This ensures your business remains reachable even during unexpected outages.

The Next Step: A Free Phone And Communication Assessment

Are you ready to make a move to a new phone system? Curious if you could save money on your phone and Internet bills? Do you HATE your current VoIP system and want to find a replacement – but are stuck in a contract you don't know how to get out of without paying huge fines and early cancellation fees?

Then we'd like to offer you a free phone and communication Assessment to answer these questions:

- **Is your current network environment (bandwidth, firewall, router, etc.) able to handle a VoIP system?** We have a diagnostic tool we can run on your computer network to ensure a VoIP phone would work. We'll reveal any additional costs you might have to incur in advance so you're not unpleasantly surprised AFTER you buy.
- **Is it possible for you to get out of a long-term contract with a phone system that you HATE?** We'll review your contract and tell you if and what can be done. Sometimes there are loopholes that give you an out. In some cases, we can negotiate on your behalf to get you out or significantly reduce the fees. In some cases, the NEW system will save you enough money to more than cover the initial payment of early cancellation. We'll go over all of this for you when we meet.
- **Can you save money on your phone and Internet bill?** It's very common for us to save our clients between 35% and 60% a month without sacrificing quality. As we said earlier, this is a highly competitive industry and vendors DO have unadvertised discounts and incentives you can take advantage of if you know where to look (and we do!).
- **Are you losing sales and opportunities because clients and prospects can't get to someone when they call your office?** Are prospects hanging up because they aren't getting to anyone live? How exactly ARE calls being handled in your office? Are clients calling your sales rep's personal cell phone, and is that acceptable to you? With your permission, we can conduct a "secret shop" exercise and report back details on how your customers and prospects are being handled when they call your office (you may be shocked).

At the end of this assessment, you'll have all the answers you want as to whether or not it makes good business sense to upgrade your phone.

We hope you become a client, but if not, that's okay too! You have my personal guarantee that absolutely NO high-pressure sales tactics will not be used at any point during our engagement. We simply want this to be a delightful, informative and positive experience for you.

How To Request Your Free Phone Assessment

There are 3 ways to communicate with us and schedule this free assessment. They are:

Go online to: www.TimeForTitan.com/VOIP

Or call us direct at 732-972-6665

Or e-mail me direct at Paul@TimeForTitan.com

Looking forward to serving you,

Paul Nebb

Titan Technologies, LLC
Paul Nebb

www.TimeForTitan.com

P.S. Even if you don't have an immediate need for a new phone system, having this Assessment done is an easy, no-cost way to have "fresh eyes" looking at what you're spending on your phone and Internet, as well as to pinpoint problems with your bandwidth, firewall and router that could be causing phone problems, poor sound quality and dropped calls.

In the 18+ years we've been supporting IT and phone systems for small businesses in Central, NJ we've never been able to find a "perfect" setup with zero problems or ways that I can improve your situation. At the very least, the peace of mind you'll gain from having a credible 3rd party reviewing your systems is worth the little bit of time it takes, and this is truly an easy, non-invasive process.

Here's What Our Clients Say About Our Phone System And Support:

Titan Technologies Is Only One Call Away



“ As a practitioner with clients across the country, having reliable access to my documents, correspondence, and online resources anytime, anywhere, is critical. Since 2011, I have trusted Titan Technologies to support my firm, and their services have been indispensable. The Titan Technologies team consistently resolves any issues promptly and has helped my practice stay ahead of technological trends. Their expertise has been instrumental in both maintaining operations and enabling growth. I wholeheartedly recommend Titan Technologies to anyone seeking skilled and responsive IT support.

– Elliott Brown, ESQ. Brown & Blaier PC, Marlboro, NJ

Elevating the Efficiency and Security of Our Law Firm



“Titan Technologies has been an invaluable partner in modernizing our practice. They've upgraded our servers, moved our computer and phone systems to the cloud, and implemented advanced security measures to protect us against growing cyber threats. Their team is always responsive and consistently delivers on point.

When we built our new office from the ground up, Titan was instrumental in managing everything from cabling to equipment installation. Beyond their technical expertise, Titan continually seeks ways to enhance the efficiency of our law firm, making them more than just IT providers—they are true strategic partners.

– Frances Tomes, Esq. Tomes Law Firm, Freehold, NJ

For CPA's The Peace Of Mind Is Priceless



“ At Bedford Tax Services, our business depends on technology-based applications like tax and practice management software. Titan Technologies ensures these critical systems run smoothly, providing expert support whenever issues arise.

What sets Titan apart is their role as an intermediary—they handle vendor interactions on our behalf, saving us time and eliminating unnecessary headaches.

A great IT partner fulfills two critical needs: developing a technology strategy to enhance the value of our company and supporting the systems that form the backbone of daily operations.

Titan Technologies excels in both, offering us tremendous peace of mind today and helping us plan for the future. They're a vital partner for any CPA firm.” – Mike Zola, Bedford Tax Services, Hazlet, NJ

We Stayed In Business Even When The World Was Shut Down



“Titan Technologies has been an absolute lifesaver for me and my business. During the pandemic, their guidance allowed us to pivot to remote work literally overnight. They quickly set up everything we needed to operate offsite, making what could have been a stressful transition completely seamless. Their digital phone system has been a game-changer, keeping our remote team connected effortlessly. The system is reliable, user-friendly, and perfect for maintaining communication across our team. I can't recommend Titan Technologies enough for anyone

looking to streamline their operations with a top-notch VOIP solution.

– Faye Alba, Barter Pays, Freehold, NJ

Why Choose Us?

1. **We GUARANTEE no hidden fees.**
When you buy a phone system from us, we guarantee the fees we quote you are complete – We clearly outline **all costs upfront**, including taxes, setup fees, porting charges, and any ongoing service costs—so there are **no surprise bills** or “gotcha” charges down the line. What we quote is what you pay.
2. **We GUARANTEE you’ll love the phone, or we’ll refund your money.**
If you’re not completely satisfied within the first 30 days, we’ll **remove the system and refund your money—no questions asked.** That gives you time to see how it works in your environment, with no risk or pressure.
3. **We DON’T require long-term contracts with hefty cancellation fees.**
Unlike so many other phone companies, you can cancel your contract and move to another system at any time without fear of cancellation fees and contracts. We’ll keep you because of excellent service, NOT lock you into a contract.
4. **We handle everything—start to finish.**
From installation to setup to training your team, we manage the **entire process** so you don’t have to stress. That includes porting your numbers, configuring call flows, setting up voicemail and auto attendants, and training your team so you’re up and running fast—with no downtime or confusion.