

1300 number buyers guide

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Why we made this guide

We made this guide because of the horror stories we regularly hear from clients who've bought or leased 1300 numbers on long-term contracts and paid way too much. We knew we could help business owners avoid these traps by educating them to be smarter buyers of 1300 number services.

Jane's \$240 per month 1300 number "deal"

- The Customer Story That Forced Us To Act...

Jane* had just started a new business which was going great. To look more professional she wanted to get a 1300 number, but she didn't know much about them or how they are billed so she began searching for answers online. She shopped around and found lots of different phone companies with an array of different pricing options, call plans and phone number costs.

Due to the all the different options and packages available, Jane wasn't sure exactly which sort of plan was right for someone like her, instead of getting independent advice she called and spoke to a telesales person from a major telco. The salesperson didn't take time to inform her of her options, instead they found a "SMARTNUMBER" that matched her business name and began selling it to her!

They casually informed her it would cost "only \$240 a month" to lease this special number, and on a 3 year contract nonetheless. Not knowing much about 1300 numbers and what her options were, she thought this sounded like a good deal and signed up.

What they didn't tell Jane is their company bought the number from a centralised government website anyone can access. As a wholesaler they probably bought the number outright for as little as \$250 - \$450. With a little more information, Jane could have done the exact same thing, avoided expensive 'number rental' fees and chosen a more suitable call plan for her small business.

After hearing this story, we knew we had to act. This guide will help you avoid these unscrupulous 1300 number providers and level the playing field when you're buying inbound services.

1. Anyone can buy a 1300 number from the wholesaler

- It only costs between \$250 – \$443 to BUY a standard 1300 SmartNumber or up to \$4,000 for the most sort after and desirable number combinations.
- To save money, buy your own number and connect it later by going to the government website:
<https://www.thenumberingsystem.com.au/#/smart-numbers-login>

2. You don't need a contract to get a 1300 number.

- Almost all 1300 numbers can be bought outright with no lock-in contract.
- The 1300 number and the call plan you choose are separate things. And can come from different companies.
- A contract is acceptable if they are waiving the upfront cost of buying the number. (just keep in mind the real wholesale cost)

3. You don't have to pay setup fees

- There are still plenty of telcos charging excessive setup fees or admin charges on services that simply don't require them.
- Competitive and fair providers will waive the setup fees.

4. AVOID 'Leasing' a 1300 number



- Make sure that the number is 100% yours and that you're not just leasing it from the phone company.
- Leasing arrangements are generally more expensive than owning your number.
- 1300 number leasing is usually reserved for 'phonewords' and special numbers instead of standard numbers.
- Because it's your business number, you will never want to part ways with it, which leaves you open to yearly price increases that can't be escaped.
- You're not in complete control of the phone number. Want to move providers? Switch plans? Lease or sell the number to someone else? You won't be able to when leasing your number.

5. The TRUTH about 'smartnumbers' that spell words

- Using phone numbers that spell words can be expensive. If your business relies on people remembering your number (eg: Pizza Hut: 9481-1111) then by all means invest the money. If not, save your cash and solve the problem by buying a standard 1300 number instead.

- Truth is, most people will click on your number from somewhere online or save it in their phone if they use it regularly. This behavior limits the effectiveness of spending a lot of money to buy or rent numbers that are memorable.

6. 1300 plans & rates vary wildly across the industry

- If you haven't shopped around in 24 months you're guaranteed to be paying too much.

- Phone number purchase or rental, call rates to both landlines and mobiles, free minutes, timed calls. There are so many variables and so many different packages out there that it's hard to compare.

- 95% of 1300 number users only require the basic set of features to be happy. Many of these people are overpaying for services and features they don't want need or use.

- Capped rate 1300 number plans offer some of the best value for money. By knowing in advance what your 1300 number charges are going to be, businesses are able to manage cashflow and smooth out spikes in call volumes and charges.

7. The BIG Telco's are generally the most expensive

- 1300 numbers are widely available from a variety of phone companies. Due to heavy competition between carriers the cost of owning a 1300 number has come down considerably over the years.
- Having said that, the big telcos are known to have prices that are between 25% and 40% higher than smaller companies selling the same thing.
- There is no reason to pay extra for a 1300 number. Most services run through the same infrastructure and the numbers are all bought from the same wholesaler.
- We suggest getting a few quotes to compare before signing up to avoid being stuck with an overpriced contract.

8. YES 1300 numbers DO look better



- It's not just an opinion, people do in fact perceive 1300 numbers as belonging to bigger and more professional companies. Trying to build trust in your brand? A 1300 number is a subtle que that works wonders.

Simply awesome
inbound call solutions.

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