DevOps Telesales Script

Use this telesales script to make a positive impression on your prospective customer, create interest in your DevOps solution, and move the prospect forward to the next stage of the sales cycle.

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| Step # | Step | Goal | Prospect response | Script |
| 1 | Greet the prospect and ask for permission to have a discussion. | Keep your introduction brief, and be sure to ask for permission to continue with the discussion before moving on to the sales pitch. |  | Hi, <Prospect’s name>. My name is <Your name>, and I’m with <company>.  Do you have a moment to speak? |
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|  |  | If the prospect says no: | Is there a better time to call? |
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|  |  | If the prospect says no: | Thank you again for your time today, and have a great morning/afternoon/evening. *Disconnect.* |
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|  |  | If the prospect says yes: | Go to step 2. |

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| 2 | Introduce yourself to the prospect. | State what you do in terms of the benefits your service provides. |  | We’re a Microsoft Azure Cloud Solution Provider, and we help customers migrate their on-premises DevOps environment to the cloud. Are you the person responsible for making IT decisions in your organization? |
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|  |  | If the prospect says no: | All right. Could you please give me the name of an IT decision maker in your organization whom I can contact? |
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|  |  | If the prospect says no and will not give you a contact name: | No problem. Thank you for your time, and have a great morning/afternoon/evening. *Disconnect.* |
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|  |  | If the prospect says no and will give you a contact name: | *Record information.*  Thank you for that information. Have a great morning/afternoon/evening.  *Disconnect. Schedule a time to follow up with the contact.* |
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|  |  | If the prospect says yes and identifies himself or herself as the IT decision maker: | Go to step 3. |

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| 3 | Tell the prospect why you are calling. | Explain the purpose of your call. |  | The reason I’m calling is to see if your organization is running your DevOps environment on-premises or in the cloud. |
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|  |  | If the prospect is running DevOps on-premises: | Are you considering moving your DevOps environment to the cloud? |
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|  |  | If the prospect says no and is not planning to move DevOps to the cloud: | No problem. Would it be all right if I contacted you sometime in the future to see if you’re considering a move to the cloud? |
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|  |  | If the prospect says no and asks not to be contacted again: | Thank you for your time, and have a great morning/afternoon/evening. *Disconnect.* |
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|  |  | If the prospect says yes and is planning to move to the cloud: | Go to step 4. |

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| 4 | Explain the solution benefits to the prospect. | Define what your solution can do for the prospect, including what problems it helps solve and what benefits it provides. |  | Great! As a Microsoft CSP partner, we’re migration experts and can help take the work and complexity out of moving your DevOps infrastructure to the cloud. Our cloud based DevOps environment provides you with a cost-effective, flexible, and scalable solution that accommodates hybrid scenarios. We can help you:   * **Migrate.** Transition from your expensive, high-maintenance in-house DevOps infrastructure to our cost-effective,cloud based DevOps environment on Azure * **Reduce costs.** Save money with a pay-as-you-go pricing plan that charges you only for resources you consume. * **Scale.** Accommodate rapidly changing business requirements by quickly and easily scaling DevOps resources up or down as needed. * **Be productive.** Keep your team productive with a familiar, consistent environment and toolset across the entire DevOps workstream.   Go to step 5. |

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| Step # | Step | Goal | Prospect response | Script |
| 5 | Move the prospect forward to the next stage of the sales cycle. | Define an action you can take to move the prospect forward in the sales cycle. |  | Would you like to speak with someone at our company who can help you understand how to save money and streamline your DevOps workstream with our hosted solution? |
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|  |  | If the prospect says no and asks not to be contacted by your company: | I understand. Your time is very valuable, Mr. /Ms. <Name>, and I thank you for it. I hope you have a great morning/afternoon/evening. *Record response and disconnect.* |
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|  |  | If the prospect says yes and wants to be contacted by your company: | Great! I will be sure to ask Mr. /Ms. <Name> to contact you. Is there a particular time and date that you would like him/her to meet with you? I will add that information so that he/she can confirm a meeting. *Record response.*  I’m sure you will be pleased in speaking with Mr. /Ms. <Name>. Your time is very valuable, Mr. /Ms. <Name>, and I thank you for it. I hope you have a great morning/afternoon/evening.  *Disconnect and send an email to the partner contact with the customer’s information.* |