Microsoft Hybrid Infrastructure as a Service (IaaS) for Microsoft Azure Certified for Hybrid Cloud Partners Telesales Script

Use this telesales script to create interest in your hybrid infrastructure as a service (IaaS) for Microsoft Azure Certified for Hybrid Cloud partners 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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| Step # | Step | Goal | Prospect response | Script |
| 2 | Introduce yourself to the prospect. | State what you do in terms of the benefits your service provides. |  | We’re a Microsoft Azure Certified for Hybrid Cloud Network partner, and we help customers like you get compute power, memory, and storage with enterprise-grade, best-in-class cloud solutions. Are you the person responsible for making IT decisions for 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 decision maker:  | Go to step 3. |

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| Step # | Step | Goal | Prospect response | Script |
| 3 | Tell the prospect why you are calling. | Explain the purpose of your call. |  | The reason I’m calling is to see if you’re satisfied with your current IT infrastructure and cloud service. I’m sure you’re aware of the growing popularity of hybrid cloud solutions. Recent studies show that 42 percent of organizations are implementing hybrid cloud strategies—and this is expected to increase to 55 percent in the next five years. It’s no surprise that this solution has such a significant presence when you consider that a hybrid cloud offers the best of both worlds, where organizations can take advantage of external resources when it makes sense for them. Are you satisfied with your current IT infrastructure? |
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|  |  | If the prospect is satisfied with his or her current IT infrastructure:  | Would you be interested in learning how our hybrid cloud solution can save you money while providing your company with increased infrastructure efficiency? |
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|  |  | If the prospect says no and expresses a lack of interest in IaaS: | No problem. Would it be all right if I contacted you sometime in the future to see if you’re interested in our hybrid infrastructure as a service?  |
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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 wants to learn more about IaaS:  | Go to step 4. |

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| Step # | Step | Goal | Prospect response | Script |
| 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! Our Microsoft hybrid infrastructure as a service (IaaS) solution offers you storage, backup, and recovery options with increased efficiency and reduced cost. We can help by providing a simple and reliable cloud service that includes: * **Security.** Using Microsoft solutions hosted with a Microsoft Azure Certified for Hybrid Cloud partner gives you control of your infrastructure.
* **Cost-effective solutions.** Cloud-based infrastructure offerings provide reliable, inexpensive, and scalable solutions with minimal operational expense.
* **Simplicity.** Familiar tools used across a common platform make hybrid IaaS easy to embrace and easy to use.
* **Proactive IT.** Focus valuable IT resources on core business activity instead of devoting resources to the development, administration, maintenance, and testing of on-premises disaster recovery solutions.

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 you can make the shift to hybrid cloud for greater security, flexibility, and resilience? |
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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 can 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. <customer 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.* |