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SentryOne Sales Pitch Planner



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# Customer Background – Prospect

|  |  |
| --- | --- |
| Customer name | Business Description |
|  |  |
| **Name and title of the person(s) you are contacting** | |
|  | |
| **Describe events leading to this meeting** | |
|  | |
| **Any other relevant customer background details** | |
|  | |

# Customer Background – Existing Customer

|  |  |  |  |
| --- | --- | --- | --- |
| Customer name | | Business Description | |
|  | |  | |
| **Name and title of the person you are contacting** | | | |
|  | | | |
| **Account Revenue/Market Share** | | | |
|  | | | |
| **Any other relevant customer background details** | | | |
|  | | | |
| **Name top 2 competitors** | | | |
|  | |  | |
| **Describe how the customer competitively differentiates** | | | |
|  | | | |
| **Describe their business climate** | | | |
| ☐ Growing | ☐ Maintaining | | ☐ Declining |
| **List other stakeholders in technology decisions:** | | | |
|  | | | |
| **List products they are using (your services, monitoring software, important applications)** | | | |
|  | | | |
| **How long have you been working with the account?** | | | |
|  | | | |
| **Any other relevant customer background details** | | | |
|  | | | |

# Prepare for Conversation

This section is for organizing your thoughts before meeting with a customer. These questions are designed to jump-start and organize your thinking. They are for your reference only, some may not be appropriate for certain clients so use your judgement. For the best results, take note of the points you want to make and the areas you need more discovery.

|  |  |
| --- | --- |
| What is the purpose of meeting with customer? | |
|  | |
| **What is your agenda for this business conversation?** | |
|  | |
| **What is the value of this conversation to the BDM? What benefits will you offer through SentryOne? For example:**   * **Lower cost** * **Increased productivity (IT)** * **More proactive monitoring** | |
|  | |
| **What are the critical business drivers for this customer over the next several years? What’s important to BDM?** | |
| CTO/CIO – More secure, lower cost, easier management, ease of upgrade  Director of IT – Wants to exceed KPIs, have projects completed on-time and accomplish more with same time/budget   The Senior DBA – Uptime, Availability – needs a clear path to becoming proactive about server performance  The Systems Admin or generalist - Single resource in a smaller company. Needs the most important performance information, automated index maintenance, and event views across the data platform |  |
| **What will you say to demonstrate your knowledge of the customer’s needs? Identify a business behavior the customer wants/needs to fix:** | |
| * SentryOne is designed to cover the entire Microsoft Data Platform * Up to 88% of all application problems can be traced to database performance. * SentryOne can be scaled to 600 servers on a single repository |  |
| **What questions could you ask to better understand the customer's problems and needs?** | |
| * Are your employees and your managers taking work materials and data home? Are they always on-call? * Do your users need answers quickly, sometimes instantly and you struggle to provide the answers? * Do you need to automate manual tasks? * Do you feel always behind in your task-list? Need to get proactive? * Do your DBA processes impact the performance of business applications? * Want an overview of the full application stack, not just the database? * Need a scalable monitoring solution? |  |
| **What are the short and long-term implications if the business does not act on these challenges and complications?** | |
| * Higher management and recruitment costs * Security and compliance issues * Limited ability to adopt new technology * Loss of business revenue |  |
| **What will you say to make sure you land the value of SentryOne and not specific product features?** | |
| * Monitor: Having a bird’s-eye view of your entire system helps you understand the current conditions of your environment. Historical data helps you measure performance improvements against the previous state. * Diagnose: Data Pros can spend most of each workday discovering and troubleshooting performance problems, which prevent them from focusing on strategic projects * Optimize: When your entire environment runs efficiently, you have more capacity to focus on initiatives that drive the business forward: |  |
| **How will you articulate the SentryOne solution in tangible benefits for the BDM and technologists?** | |
| Business Decision Maker – The Buyer   * Enterprise scale with a single deployment * Competing solutions require multiple deployments to scale the level S1 can with a single deployment * Fast track to proactive positioning * Realize massive ROI by preventing slowness and outages that sap productivity for the entire company * Minimize time spent on every-day tasks by the team * Save up to 10 hours a week for each DBA by providing the information they need for daily tasks automatically, in a single pane of glass * Virtualization, hybrid-data center, and cloud ready * Wherever you use the Microsoft Data Platform, S1 can follow |  |
| Technologist – The DBA   * Identify low hanging issues quickly, but uncover deeply technical issues through analysis * Cover dependencies, and other areas of the data platform (VMware and Hyper-V, Windows, SSAS, SSRS, SSIS, Azure SQL DB, Azure SQL DW) * All features in a single system (Calendars to correlate events and resolve scheduling conflicts, alerting, index maintenance, performance, baselines, query tuning) reduces context switching * Industry proven lowest observer overhead while delivering near real-time performance data |  |
| **What objections do you anticipate and how will you respond?** | |
| * We already have a monitoring tool * How much is this going to cost? |  |
| **What action or next step will you ask the BDM to take at the end of your business conversation?** | |
| * Follow-up meeting with other decision-makers/stakeholders * Trial licences or Proof of Concept process kick-off * In depth demo of SentryOne platform that most apply to this customer’s needs |  |