

Secrets of the BDR Sale

The true workings of a network are rarely seen and should not be heard. This, in particular, goes for a BDR. The only unfortunate part of this reality is that it is one of the precise reasons why it's so difficult to sell a BDR solution to a new client.

Because the BDR is a hidden part of a network, they are most likely unaware of what a BDR does, they don't understand its power and necessity and, in turn, deem it an unnecessary expense. The question is: why do they HOLD ON TO that perception even after you present your backup solution to them?

Most likely, it's because you don't sell it to them in the right way. You either inundate them with tech specs that are completely irrelevant, or you assume that they know the importance of a data backup or that a tape backup fails most of the time and gloss over the important value-based selling points.

We choose to go a different route, and instead employ both **logic and emotion** to convince the potential client of the value of our BDR solution.

Ask the Right Questions

Like so many pieces in a Managed Service presentation, it all begins with conducting the proper Discovery. You must ask the right questions about backup in order to convey the value in a way that is most meaningful to your potential client. Here are a few questions that we typically ask:

1. Do you currently have a data backup in place?
 - a. What type of backup?
 - b. *If tape:* Who is responsible for those tapes?
2. Have you ever been down?
 - a. What happened?
 - b. When?
 - c. How long were you down?
 - d. How much did that cost your business?

Using these questions, you can put together a very compelling story to reiterate during your presentation. Telling this story will bring all of the decision makers back to the feelings they were experiencing while their business was down. Knowing how much revenue or work time their business lost because of it will be even more impactful.

Tie it Back to Them

Remember all those questions you carefully asked during Discovery to figure out how much downtime really costs their company? Now it's time to remind them of their answers to really hit home how much the backup solution you just



described can help their business.

Perhaps tell the story about how they were down for three days last July; and then, when the IT guy finally showed up, he just had to push the reset button on the server. Remind them that this caused them to lose \$50,000 in revenue and a major client. Or, you talk about how their Office Manager is responsible for handling the backup tapes, so during the 6 weeks she was out with mono last spring you weren't being properly backed up. Nothing will hit harder than real stories about their business. You can also successfully kill an alternative if they have a good tape backup story.

Now, this strategy can only work if two things have happened:

1. You asked them the right questions during Discovery. (Now is not the time to make assumptions and share a hypothetical story.)
2. Their business has actually gone down, costing them time and money.

If they have been fortunate enough to not experience a business disaster, simply state that. You may say something like, "Fortunately, you haven't experienced a business disaster, but let's talk about what something like that may be and how we can help you avoid it. Now, we can all name the major disasters like fire and flood. Heaven forbid those unlikely events happen. Now, there are some other things that we also consider disaster—anything that can take your business down for more than a few hours at a time. That could be something like an ex-employee deciding to come in and steal your servers as revenge one day, someone accidentally pushing a button and deleting vital data, or power failure. Our solution not only protects against the big disasters, but these things as well." (Then, you move on. No need to add dramatics.)

Make a Point

In Managed Service presentation slide decks, we include one slide with a list of documents. This can be a purely random list, but we prefer to include documents that a business owner might find important. We leave this slide up for a few moments while we go through the following discussion:

Company: So, I have a question for you. You have car insurance, right?

Prospect: Yes.

Company: Why?

Prospect: In case I get into an accident.

Company: Okay, and home owner's insurance. You have that too, right?

Prospect: Yes.

Company: In case a tree falls on your house or something, right? So, let's say that you got rear-ended one day coming into work. You call your insurance agent, they come out and assess the damage and say, "Yep, your car is totaled!" Then, what do they do? They write you a check and you go do what?

Prospect: Buy a new car.

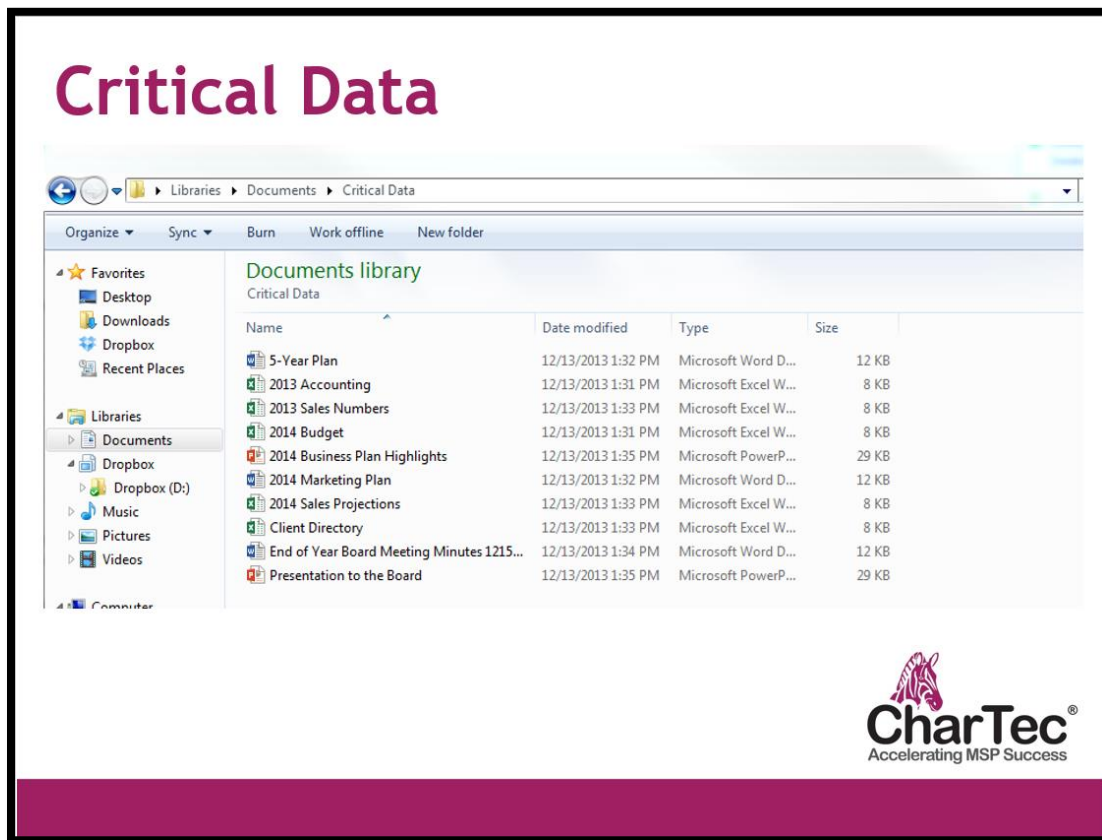
Company: Right! So, let's say that you come in tomorrow morning and your ENTIRE client database is gone. Maybe the sprinkler system went off and got everything wet or maybe someone came in and stole the servers. So,

you call your insurance agent. They come out and say, “Yep, servers and data are gone.” So they write you a check, and then you take that check, walk down to the Client Data Store and buy new Client data.

Prospect: Laughs or says there is no client data store.

Company: You’re right. On that note...

At that point, we stop, put a \$50 bill on the table and say, “This \$50 goes to anyone that can name 5 of the documents that were just on that slide.” When no one can, we place another \$50 down and say “Make that \$100.” This can go on and on, but the point is that people can’t even remember the names of a set of documents, let alone remember everything their data contained.



Company: We don’t expect you to remember all of those documents, just like we know you won’t be able to remember all of your data if it were lost. So, we are going to give you the same sense of security that you have with your car insurance with your data. With our Backup and Disaster Recovery Solution, we will protect you with a local backup along with sending your critical data offsite every 15 minutes. It also has the ability to keep you up and running should any of your servers go down. And if the unthinkable happens and you lose your data, our solution will be able to recover it in as little as 30 minutes.

If you tie together these strategies, you will be able to share the value of a BDR in a logical and emotional manner, addressing their problems, killing alternatives, and then offering an effective solution. After that, it’s a no brainer to invest in a BDR as part of a Managed Service deal. As a CharTec Partner, we not only teach you how to sell the BDR, we also offer our own customized BDR solution. Email orders@chartec.net to learn more.

© 2014 CharTec LLC. All rights reserved.

Reproduction in any manner whatsoever without the written permission of CharTec LLC. is strictly prohibited.

This document contains confidential and proprietary intellectual property of CharTec LLC. Disclosure of this document to any party is strictly forbidden by any non-disclosure agreement(s) in effect.