

Cold Call Script 11A

SDR: Hi prospects name, It's your name on this end. Did I catch you at a bad time?

Prospect: "It's never a good time, what's up?"

SDR: Prospect's name, I know you're busy so let me cut to the chase. I'm a sales rep for ObserveIT. I'm sure you're EXCITED to hear that!?

Prospect: Nope, not really.

SDR: Prospect's name, bottom line, I don't know whether we have anything for you. But with your permission, I'd like to give you a quick overview, ask you a few questions and see if you feel there's anything worth exploring. Are you willing to spend 3 minutes if I stick to that timetable?

Prospect: Sure

SDR: Great thanks prospect's name. So what we've done is taken a new approach to monitoring user activity. Essentially...we look at user behavior to identify and manage the risk of what your users are doing within your critical applications, servers and workstations.

SDR: So Prospect name I have you listed as a title, is that your role there?

Prospect says yes or no. If yes you say great if no ask what they do and then move down...

SDR: prospect name...typically, when I talk to professionals such as yourself, they discover that our solution is valuable in one of these three areas:

- Privileged User Access (Whether Business users, IT users, contractors or outside vendors)
- Employees with Access to Critical Applications like SAP
- And Audit and Compliance

If you had to pick the one where you're facing the greatest challenge, which would it be?

Prospect: I'd pick...

Type answer here:

Privileged Users

Ok great, thanks for sharing that info. So prospect name let me ask you...

What are some of your concerns when it comes to your users?

Type answer here:

OK...so what products do you have in place to monitor that activity?

If they say they can't say...you say - OK can I assume you have something in place that monitors their activity?

Type answer here:

*If they have anything installed say...***That's great news...you are way ahead of most organizations I speak with**

(Prospect name) thanks for sharing that information. So let me share quickly how Verizon and Dominoes are using ObserveIT to gain insight and visibility into their users.

ObserveIT captures user actions and monitors and analyzes that activity in real time

- We do this by placing a lightweight agent on the servers or workstations you want to monitor
- Once a user logs in, we take screen captures of pre-defined activities and can alert you to any suspicious behavior
- From there we provide a visual playback and searchable audit trail of all activities

So what this means for you is...

- You can eliminate that all too popular "who did what" question
- You have an early warning system for human error, malicious actions and hijacked accounts
- You can provide visual and textual documentation of all changes made to servers, devices and software configurations

Critical Applications

Ok great, thanks for sharing that info. So prospect name let me ask you...

What type of applications are you most concerned with?

Type answer here:

And within those applications, are you able to visually see what those users doing?

Type answer here:

So, how do you collect and compile forensics when you do have a suspicious event?

Type answer here:

(Prospect name) thanks for sharing that information. So let me share quickly how Starbucks and Fiserv are using ObserveIT to monitor their critical applications

ObserveIT captures user actions and monitors and analyzes that activity in real time

- We do this by placing a lightweight agent on the servers or workstations you want to monitor
- Once a user logs in, we take screen captures of pre-defined activities and can alert you to any suspicious behavior
- From there we provide a visual playback and searchable audit trail of all activities

So what this means to you is...

- You can investigate suspicious user activity 7 times faster
- You have an early warning system for human error, malicious actions and hijacked accounts
- You can streamline IT troubleshooting and incident response

(If they ask how we can cut down time/ cost respond with...It's like reading a book versus watching a movie, it is going to be quicker to be able to watch a video rather than reading through logs.)

AUDIT COMPLIANCE

Ok great, thanks for sharing that info. So prospect name let me ask you...

Which regulations do you need to adhere to? Examples are PCI...HIPPA...ETC

Type answer here:

OK great

So what systems do you have in place to demonstrate compliance?

Type answer here:

If they have anything installed say...**That's great news...you are way ahead of most organizations I speak with**

How long does it take your team to prepare for an audit?

Type answer here:

And how many of those do you have per year?

Type answer here:

(Prospect name) thanks for sharing that information. So let me share quickly how AIG and Cigna are using ObserveIT for audit and compliance

ObserveIT captures user actions and monitors and analyzes that activity in real time

- We do this by placing a lightweight agent on the servers or workstations you want to monitor
- Once a user logs in, we take screen captures of pre-defined activities and can alert you to any suspicious behavior
- From there we provide a visual playback and searchable audit trail of all activities

So what this means to you is...

- When users have access to your critical data...**EVERYTHING** they do is recorded
- We cover servers and desktops so no matter where data sits your covered
- We can help reduce audit times by 50%.

CLOSING

AT THIS POINT THE PROSPECT WILL ASK QUESTIONS – REFER TO THE COLD CHEAT SHEET IF NEEDED

Light conversation / notes from conversation should be typed below this line

SDR: Prospect name I'm sure you're dealing with many high priorities, so let me ask you this. On a scale of 1-5 ...1 being lose my number and 5 being I'm really interested in learning more where do we land? *You will get a 2 or 3 almost every time...if it's a 1 you're dead in the water...if it's a 2 say jokingly "hey at least it's not a 1"...if they say 3 through 5 say the following... If they give a 3-5 ask why they are that interested*

Type answer here:

SDR: Prospect name based on our conversation it sounds like there might be a fit so with your permission I'd like to try the following Why don't we schedule 15 minutes with you and one of our technical folks to show you the solution to determine if it would benefit you and your environment. If you're interested after the demo, you can discuss next steps. If at the end the demo we're not a fit we part friends and move on. Are you comfortable with that plan?

Prospect Answers: "IF THEY SAY SEND INFO"...you say this...I'm happy to send along more info, but it's all pretty generic, and won't be specific to your challenges and use case. If we could set aside 15 minutes, then we can highlight only the information that would be most relevant to you, and address any technical questions you may have.

If they say no remark the lead and send info. If they respond back to you and want a demo put them in working-contacted and follow the demo process.

Prospect: Answers: **IF THEY AGREE TO DEMO** see below

CHECK CALENDARS and set up a date for the demo ON THE CALL! Make sure to confirm you have the correct email address and direct line!

SDR: Prospect name...is there anyone else I should include that may be interested in seeing the demo?

Try to get the decision maker on the demo! If they give you info add the new lead to SFDC and email them the invite as well.

SDR: Prospect name thanks again for your time today. I'll send the meeting invite shortly.

THE END