⚔ DevOps Suite: Sales Battle Cards

Quick Scenarios

1. The Small Team (3-5 Devs)

Pain: "Works on my machine" costs $3k/dev/yr. Manual repetitive tasks.
Pitch: "Pays for itself in 3 months. Saves $15k/yr for a 5-person team."
Key Tools: Shell Games, Code Generator.

2. The Scaling Team (5-15 Devs)

Pain: Onboarding takes 4 days. Process chaos as team doubles.
Pitch: "78% faster onboarding. New hires productive in <1 day. Standardized workflows."
Key Tools: Git Workflows, Ubiquitous Automation.

3. The Tech Debt Team

Pain: Features take weeks instead of days. Bugs keep appearing. Fear of refactoring.
Pitch: "Make debt visible. Stop the bleeding. Prioritize fixes based on data."
Key Tools: Software Entropy, Ubiquitous Automation.

4. The "Wannabe DevOps" Team

Pain: Manual deployments. Inconsistent environments. Want an IDP but too small to build one.
Pitch: "Your Out-of-the-Box IDP. 30% higher deployment frequency. 40% lower failure rate."
Key Tools: Ubiquitous Automation, Shell Games.

Objection Handling Cheat Sheet

1. "We don't have time."
    "Setup is <1 week. ROI on Day 1. Start with just Shell Games (2hrs setup)."

2. "We already have some of this."
    "Great. We don't replace; we complete. We fill the gaps in your CI/CD to make it production-grade."

3. "Our team won't adopt it."
    "Training is included. We've found resistance turns to enthusiasm once devs feel the time savings."

4. "It's too expensive."
    "Math: $3k/dev/yr savings vs $3k/yr package cost. 443% ROI. Pays for itself in 3 months."

5. "We'll build it ourselves."
    "Maintenance is the hidden cost. We are ready now. Why spend weeks building what we've already tested?"

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