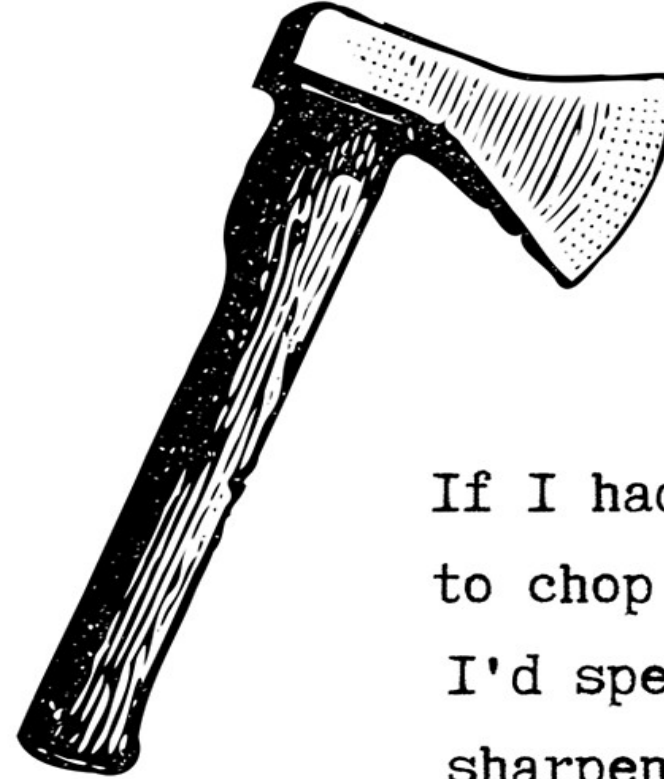# Preparation

If I had eight hours
to chop down a tree
I'd spend six hours
sharpening my axe

Abraham Lincoln

Preparation

- Make a list of industries where your company has had success

- Create a target list of companies from these industries, prioritize your top XX accounts.

- Read up about those industries, understand their business priorities, find what their competitors are doing, identify sales plays that will resonate well.

- Prepare your messaging – tailored email templates, discovery questions.

- Be prepared to name-drop a few referenceable customers from the same industry

- Find out the relevant contacts from those companies, who match your Ideal Customer Profile(personas).

- Check out the company website - About Us page, what they do, latest blog posts, news articles.

- Check out the persons' profiles on LinkedIn and see their activities, if possible

- Pick up the phone.

- Establish credibility – get a second meeting.

- Progress to 'executive commitment'.

Prospecting

"Hi, this is Arjun from YY. I would like to connect with you to understand the technology roadmap of your company, and provide you a brief on how we support organization's technological needs during their cloud journeys."

"Hi, this is Arjun from YY. We are an Advanced Consulting Partner of Amazon Web Services. Last year, we worked with <Company Name> from your industry to migrate their business-critical systems to Cloud, and helped them reduce their IT spend by 20% and application downtime to zero. Is this something that we can work with you, as well? <pause> I will be happy to set up a video meeting, and discuss what some of your peer companies are doing as part of their cloud transformation initiatives. Are you available on Friday at 2pm? <pause> Let me send you an email on this. Should I mark <Colleague Name> as well?"

Never start with "I" statements; they put the customer on the backfoot
Ensure you have a clear Call To Action
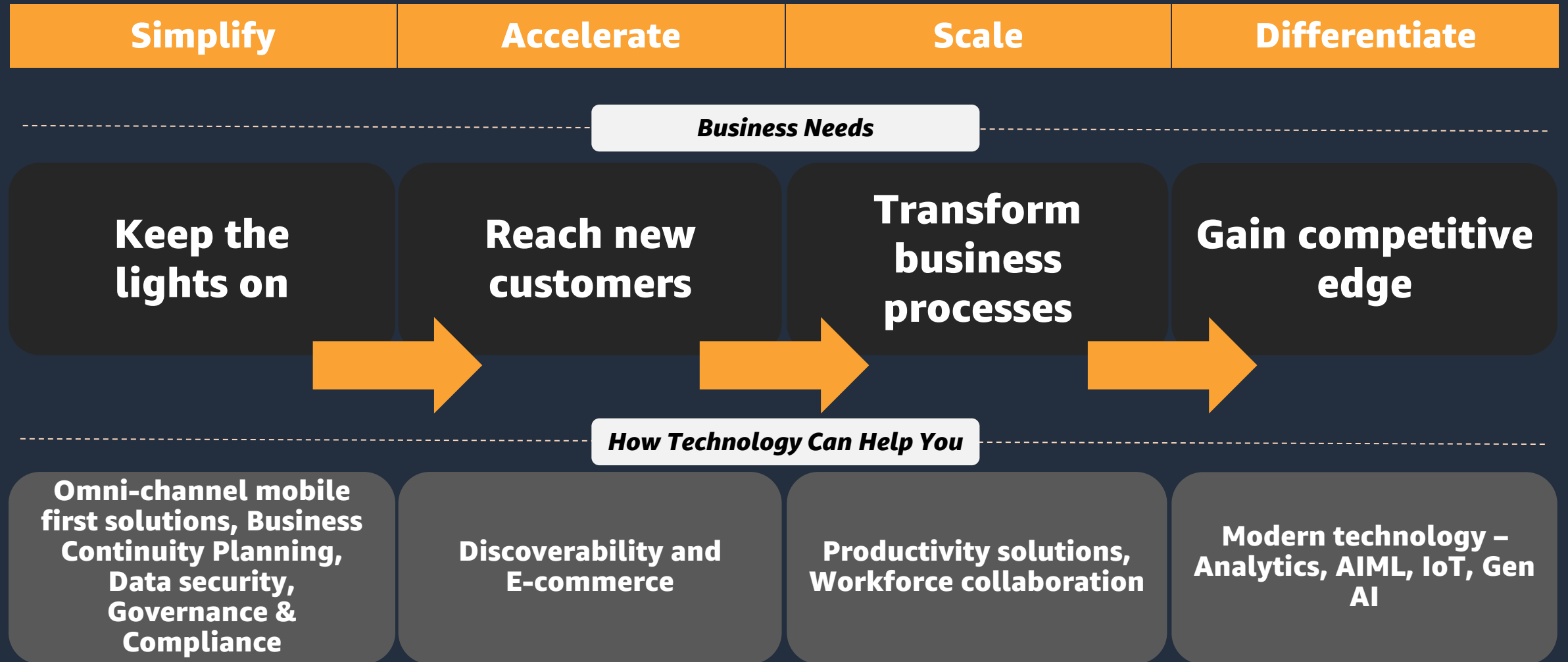*Practice with a colleague*

Qualification

"YOU HAVE TO TELL A STORY BEFORE YOU CAN SELL A STORY."

Beth Comstock

Vice Chair, General Electric

The Digitization Journey

Simplify	Accelerate	Scale	Differentiate

Business Needs

Keep the lights on	Reach new customers	Transform business processes	Gain competitive edge

How Technology Can Help You

Omni-channel mobile first solutions, Business Continuity Planning, Data security, Governance & Compliance	Discoverability and E-commerce	Productivity solutions, Workforce collaboration	Modern technology – Analytics, AIML, IoT, Gen AI

Industry-specific Use Cases

- Financial Services (Fintech/NBFC/Co-op Banks)

–Instant KYC, Email/SMS, Personalization, Omnichannel Customer Contact Center, Compliance/Regulatory

- Retail

– Immersive retail, Visual search, Forecasting demand , Product personalization, Fraud prevention

- Media & Entertainment

– Livestream, Video-on-Demand, Content Delivery, Content Moderation, Personalization

- Healthcare

– Value based care, Longitudinal illness management, Digital front door.

- Manufacturing

– ERP Hosting, Supply Chain Forecasting, Predictive Maintenance using IOT, BI & Analytics

Find out who is their benchmark in the industry, and name drop those companies who are using AWS

Qualifying Questions

- What is the role of technology in your business?

- What outcomes are you looking to achieve?

- Do you have a Cloud roadmap in mind? Why do you want to migrate to Cloud?

- Have you identified any workloads that can be migrated to cloud?

- Do you or any of your colleagues have concerns about migrating to cloud?

- What does your typical procurement process look like? Which departments are involved?

- Who is the key decision-maker?

- Do you have a budget approved for this project? Who controls it? How much are you spending on xyz?

- What is the timeline? By when do you need to close this?

Qualifying Questions

Understanding the Application Stack (Software)

- What all applications are you using? - Tally, SAP, Billing application, Website, Ecommerce site, etc.

- What does the Tech Stack look like? - Operating System, Database, Framework, etc.

Understanding the Current Infrastructure (Hardware)

- Where are your applications hosted? Are you running it on-premise or on Cloud?

- Have you evaluated any Cloud vendors or services before?

- How old is your infrastructure? How many years of support do you have?

- How are you currently taking back-ups? Are you maintaining Tape Library?

- Have Are you using any backup software such as Veeam, Commvault etc?

- Do you have a Disaster Recovery site?

Qualifying Questions - Industry

- **Industry Executive Level Discovery Questions:**
- <u>Manufacturing:</u>
  - Does your IT strategy align with your current business strategy to manufacture products with improved quality, functionality and reduced time to market?
  - How do you look at improving margin and cost control to ensure plant utilization is at peak performance?
- <u>Financial Services:</u>
  - How do you look at technology and the impact it has on customer banking and transaction experience?
  - What role does technology play in risk management for your business? How do you process internal data to mitigate future risks?
- <u>Healthcare Life Sciences:</u>
  - How do you store medical health records and ensure compliance and data integrity today?
  - Have you thought about the impact of care management and delivering tailored support to new and existing patients based on healthcare and pharmacy end user data?
- <u>Retail:</u>
  - How do you define digital enablement for your customers? Do you view IT as an enablers to deliver personalized customer experience via e-commerce?
  - Do you have visibility to which stores and/or warehouses are over or under-allocated for your new or most profitable products?
  - Are you looking into which products are receiving too many or too few views, given their inventory levels, conversion, profitability, review ratings, and time on site?

What is the Buyer thinking?

- Why should I buy this?

- Why should I buy this Now?

- Why should I buy this from You?

Answer these questions, by **stating facts** and **planting ideas**

Why are businesses moving to Cloud?

Organizations that are more digitally mature enjoy **twice as many benefits in terms of revenue and productivity**, compared to those that have an indifferent approach to digitalization *(Cisco India SMB Digital Maturity Study 2020)*

Why do Indian businesses seek digital transformation?
68% - to introduce new products and services, differentiate themselves from the competition, and grow
60% - because competition is transforming and they must keep pace
50% - due to customer demand for change

What is the top technology investment priority for businesses in India?

Cloud, the Strategic Driver for Business Growth

Data driven discipline

Intelligent decision making

Increased efficiency

Better relationship with customers

Products that get better with time

New services & business models

Why do customers choose AWS?

Most functionality

AWS has 200+ service offerings, more than any other cloud provider – from infrastructure technologies like compute, storage, databases, to emerging technologies such as data lakes and analytics, AI-ML, and IoT

Largest community of customers and partners

AWS has the largest and most dynamic community, with millions of active customers and tens of thousands of partners globally

Most secure

AWS is the most secure cloud computing environment available today. We support 98 security standards and compliance certifications, have 230 security, compliance, and governance features, and all 117 AWS services that store customer data offer the ability to encrypt that data

Fastest pace of innovation

AWS is continually accelerating our pace of innovation to invent entirely new technologies you can use to transform your business (example – Lambda serverless, Graviton processors)

Most proven operational expertise

For over 16 years, AWS has been delivering cloud services to millions of customers around the world running a wide variety of use cases.

Global reach & High availability

AWS has the most extensive global cloud infrastructure - 27 Regions, 87 Availability Zones, 410+ Points of Presence in 90+ Cities across 47 Countries, connected by low latency, high throughput, and highly redundant networking

Improved TCO

AWS has reduced prices 129* times since 2006

Amazon Web Services (AWS) has been recognized as a **Cloud Leader for the 12th consecutive year**
in the Gartner 2022 Magic Quadrant for Cloud Infrastructure & Platform Services (CIPS)

aws

What does this mean?

Most functionality

"Anyone can provide you with a box for compute and storage. But as a CTO, I am sure your strategic initiatives include how to drive business decisions and increase profit using data. AWS provides you with the breadth and depth of services to do that and much more."

Largest community of customers and partners

"You are not alone on your AWS journey. In case any issues crop up, we can tap into the collective knowledge-base that the AWS community has, and resolve it before no time."

Most secure

"Security is "job zero" at AWS, which means it is even more important than any number one priority."

Fastest pace of innovation

"Do you want to partner with a company whose DNA is to continuously innovate on your behalf, invent entirely new technologies that you can use to transform your business, or a company that is just selling you a box? With AWS, you can leverage the latest technologies to experiment and innovate more quickly."

Most proven operational expertise

"AWS has unmatched experience, maturity, reliability, security, and performance that you can depend upon for your most important applications."

Global reach & High availability

"Gartner has recognized the AWS Region/AZ model as the recommended approach for running applications that require high availability."

Improved TCO

"As AWS grows, we gain economic efficiencies gained from our scale, and have made a standard practice of passing on those benefits to our customers with regular price reductions. Our competitors talk about one-time credits. We offer a more sustainable approach to cost optimization."

Typical Objections

I have heard that Public Cloud is not secure
- Talk about how AWS supports maximum security standards and compliance certifications

https://aws.amazon.com/security/
- Talk about the AWS Shared Responsibility Model

https://aws.amazon.com/compliance/shared-responsibility-model/
- Talk about specific customer use-cases

https://aws.amazon.com/solutions/case-studies/meity-gov-india-case-study/
- Talk about AWS services like IAM, GuardDuty, CloudWatch, CloudTrail, WAF, etc.

https://aws.amazon.com/products/security/

I have received a competitive quote from another Cloud vendor
- Talk about how downtime comparison

https://www.theinformation.com/articles/how-aws-stacks-up-against-rivals-on-downtime?shared=0YLt91Pn3Bw
- Talk about price reductions

https://startup.outlookindia.com/analysis/aws-has-reduced-prices-129-times-since-its-launch-in-2006-says-its-head-of-start-up-ecosystem-amitabh-nagpal-news-7627
- Talk about optimizing workloads, right-sizing, using non-Prod servers for limited time, using AMD and Graviton-based instances

https://aws.amazon.com/ec2/graviton/

I have Windows workloads, which work better on XX
- Talk about how AWS has more customers running Windows workloads than on the next largest Cloud provider
- https://aws.amazon.com/windows/
- Talk about how SQL servers perform better on AWS vs the next largest Public Cloud provider
- http://facts.pt/5ro20rg

Typical Objections

I have heard that XX has more regions
- *Talk about how other cloud providers define regions as opposed to how AWS defines it. Every AWS region has 3+ Azs, unlike other CSPs.*

XX is the most reliable cloud
- *Talk about how downtime comparison: in 2022 alone XX has 300% more downtime as compared to AWS.*
- *Refer to Gartner's Magic Quadrant of Dec'23 which puts AWS as a leader.*
    - *Highlights '[p]ersistent resilience and security issues with XX*
    - *XX lacks 'technical quality' of it's Azure CSP partner network.*

XX is leading the way with AI
- *AWS has been focusing on AI and ML for over 20 years.*
- *Played a key role in democratizing ML for over 100,000 customers worldwide.*
- *Talk to them about Bedrock, the FMs from leading AI companies that come with it.*

Thank you!