



PES Roles Playing Scenario

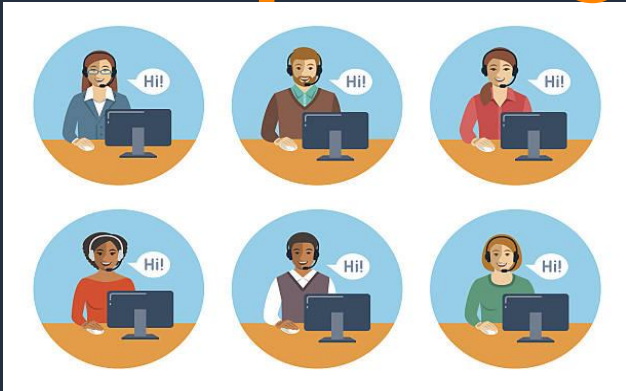
Call prospecting best practices



Stage 1: Prospecting and Opportunity Qualification

1

Prospecting



Target Contacts
+
Ice Breaker

2

Share & Qualify



Share Information
& Qualify

3

Prospect!



Next step

Opportunity Stage: 20%

Stage 1: Prospecting and Opportunity Qualification

1

Prospecting



Target Contacts

+

 Ice Breaker

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Scenario :

-ICE BREAKER CONVERSATION-

Intro yourself; tell them why you are calling, do not sell but with intention to share and help them on their digital transformation journey.

Hi, I'm [xxx] calling from Renova. I'm part of the [Renova Account Management Team] and we are actively talking to our customers, as we realized more customers needs help with transforming their business from off line to online.

Q: How is the situation affecting you? ...

Stage 1: Prospecting and Opportunity Qualification

2

Intro & Qualify



Share Information

[Fact] Not sure if you know, we are now collaborating with AWS, Amazon Web Services, the cloud provider to bring global cloud service to Vietnam.

Q: Are you familiar or is already using cloud for your business? ...

[Fact] We're shifting gear a little bit here and bringing in IT technology to our customers. Renova is now an AWS Advanced consulting partner and we are helping more Vietnam customers take advantage of cloud adoption. Renova has the network; bandwidth and AWS is the leading global cloud provider. So it makes perfect sense for us to work together so we can bring the best for our customers.



Stage 1: Prospecting and Opportunity Qualification

2

Share Success Stories



Retail, FSI, Energy

CUSTOMER STORIES:

- **[RETAIL] N KID Group**: Auto scales during peak periods to prevent system crashes, Cuts operational costs by 30%, Doubles number of play centers and retail outlets in 2 years, Saves on headcount by offloading database administration, Develops and executes promotions 3 times faster
- **[FSI] FE Credit**: Migrate almost their IT environment to AWS. It transforms FE CREDIT into a comprehensive digital consumer finance company, becoming Vietnam's first non-banking financial service provider that operates entirely on a cloud computing platform.
- **[Energy] OilSearch**: the world's leading oil and gas exploration group, migrated critical core applications (Schlumberger Petrel & Eclipse) to AWS and achieved up to 300% efficiency and 40% IT cost reduction in 3 years.

Stage 1: Prospecting and Opportunity Qualification

2

Qualify



Dive Deeper:

- 1/Compelling Need
- 2/Pain Points
- 3/Urgency

Q: What's the digital transformation plan?

Q: Do you have any pain points that you want to eliminate?

Q: What is the compelling reason to do it?

Q: What would be your main concern?

Q: What would be your future plan – six months' time?

Q: How urgent for you to set up the B2C?

Budget Authority Need Timeline Competition Partner



Stage 1: Prospecting and Opportunity Qualification

2

Share AWS Benefits



Cost, Security, Scalability



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[Fact] Benefits on AWS:

- **COST CONCEPT:** With On-Demand Instances, you pay for compute capacity by the second with no long-term commitments. You have full control over its lifecycle—you decide when to launch, stop, hibernate, start, reboot, or terminate it. There is no long-term commitment required when you purchase On-Demand Instances.
- **COST OPTIMIZATION** with Saving Plans.
Once your environment stabilizes we can help you save more with Saving Plans. About 30-40% savings on the servers. We will help you look on how to best optimize cost and technical wise with Well Architected Framework.
- **SECURITY:** AWS is vigilant about your privacy.
 - With AWS you can build on the most secure global infrastructure, knowing you always own your data, including the ability to encrypt it, move it, and manage retention.
 - All data flowing across the AWS global network that interconnects our datacenters and regions is automatically encrypted at the physical layer before it leaves our secured facilities.
 - With AWS, you control where your data is stored, who can access it, and what resources your organization is consuming at any given moment. Fine-grain identity and access controls combined with continuous monitoring for near real-time security information ensures that the right resources have the right access at all times, wherever your information is stored.
- **SCALIBILITY:** You can increase or decrease your service as you wish depending on the demand. For example: If you are a retail shop and doing a clearance sale, would expect increase in traffic for one day, you can scale it up only for that day, and return back to normal after the sale is over. No capex cost, easy to manage.

Stage 1: Prospecting and Opportunity Qualification

3

Prospects!



Next Step

[Tips] Customers who answers the qualifying questions would most likely will have a requirement and you can engage them in a second call for deeper conversation.

Q: Next, I take it to next call with you technical person. Can I get the email address of the technical person?

Stage 1: Prospecting and Opportunity Qualification

Next Step: **If customer has compelling needs but need guidance and clarity from AWS*

->>Lead to 1:1 discussion with SA (Solution Architect);

Questions you can ask to qualify for SA discussion :

1. What is the function of your application?
2. What server specifications does your application have?
3. Where is your application being hosted now?
4. Do you have an architecture diagram to share?
5. When do you intend to launch this application on the cloud?
6. Are you open with working with a local AWS partner?
7. What kind of technical questions do you have for us?



Stage 1: Prospecting and Opportunity Qualification

Next Step: **If customer has compelling needs and like to engage partners & explore on funding and cost*

->> can lead them to AWS Funding Program;

Questions you can ask to qualify for AWS Funding:

1. Do you have an AWS Account? If yes, how much are you spending on average, per month? Please provide us with your AWS Account ID, if you have it.
2. If you don't have an AWS Account, how much are you spending on average on your current cloud provider? Which cloud provider/platform?
3. What workload do you want to migrate? Please briefly give us the background of the project.
4. Do you have the technical specs for the migration project? Please provide us the detail.
5. Do you have a technical team to do the migration? If no, would you be open to work with our partners?

->> if no requirement can send them to Webinar

Since I have you on the line here, I would also like to invite you to an upcoming webinar. It's an introduction to cloud for business, and would be great if you could join us.



Objection handling – Partner Engagement

1) Customer: "I have a tech team that knows how to use AWS."

Pushback:

- Great! Just a quick note: Managing infrastructure can be time-consuming. Setting up the right instances, deploying identity access and security, monitoring your cloud usage regularly in case of peak usage, and many other cloud managing activities that you have to be directly responsible for at the backend are **time-consuming**.
- However, an AWS Service Partner could do all this **heavy-lifting** for you, so that you can **focus on differentiated end-user work**: like product development, service upgrades, and version updates. Things that directly affect your customer experiences.

2) Customer: "I already have an IT vendor."

Pushback:

- May I know who your vendor is? I just want to understand if your vendor is an existing Service Partner under the **AWS Partner Network (APN)**.
- Customer: "My vendor is xxx and it's not an AWS Partner"
 - Our service partners are well-staffed with **competent trained Cloud Architects** to ensure your cloud environment is built with the right set up.
 - They'll study your requirements and draft a proposal that would include an architecture diagram, scope of work, deliverables, timeline and pricing estimates.
 - Planning takes time and effort and will take even more of both if the System Integrator lacks sufficient AWS experience. Maybe you could even ask your existing vendor to come up with their own proposal, since AWS prices are publicly available through the AWS calculator.
 - Concurrently, there is no harm for you explore an APN Service Partner, you might even get a better deal with their migration fee.

3) Customer: "I don't want a partner yet, I just want to have a rough idea first of how much cloud is going to cost."

Pushback: There are two cost components to a cloud migration:

- The first component is your **recurring cloud consumption cost**: Because the cloud is a pay-as-you-go pricing model, it really depends on how you are planning to use it and at different stages of your adoption.
- The second cost component to a cloud migration is the **migration fee** by the Partner:
 - Service Partners only charge for professional services. This is basically their migration fee. The amount they charge does depend on the complexity of the migration work.
 - None of our Service Partners mark up prices from AWS cloud consumption costs.
- AWS could also get you on a **funding program** to help offset your usage and partner costs.

4) Customer indicates budget concerns

Pushback:

- We can get you on a **funding program** to subsidise your first few months of using AWS.
 - *For AWS Lift: Together with our AWS partner, we are running a credits program for our new customers. You can get up to 83.5K worth of credits within the first year of signing up for the program. We are running this special program with our flagship partners who will be able to help you in your onboarding journey.*
- On top of consumption credits, we'll also **subsidize your migration fee** from the Service Partner.
- If you end up not proceeding with the Partner for whatever reason, at least you have received a free proposal which would include a cloud architecture diagram, bill of material, duration schedule, and a cost estimation! You could then use these to relook into your budget request for your migration.
- Customer: "Sure, I'm keen to join the funding program. But I just want to know a rough estimate of how much it will cost to engage a partner"
 - The Service Partner would be better equipped to help you estimate their service cost to you, as their rates differ based on the complexity and duration of the project.

5) Customer: "I want my team to build their skills internally so I don't want a partner."

Pushback:

- Training your people/yourself is definitely important for the long term. In fact, you can access the self-study training material in the AWS Training Library.
- However, for someone who is new to AWS, actually trying to use the AWS Cloud for **mission-critical business workloads** might be a relatively steep learning curve, not to mention the risks involved to your business. Building an **infrastructure** is just the first step. You'd need to consider architecting for high availability, resilience, cost efficiency and most importantly, securing your company and customer data.
- What I would suggest is while you self-learn from our tutorial videos in the Training Library, at the same time start discussing your technical plans with a Service Partner. Service Partners are trained to follow a strict framework of best practices for building on AWS, what we call the **Well Architected Framework** - which comprises of High Availability, Security, Reliability, Cost Optimization. You'll learn a lot just communicating with them. Just like the material from the Training Library, a proposal from the Service Partner is free.

6) Customer: "It's too early to bring in a partner."

Pushback:

- It will be a **free consultation** with our partner and there's **no commitment** at all. Speaking to a partner earlier will help you get a cost estimation early for budget and resource planning. These are time-consuming activities that will be able to save your team's time.
- Customer: "It's okay, I want to speak to an Account Manager first before considering and speaking to a partner"
 - Sure. Just letting you know that AWS Account Managers can only provide account creation advice and self-service resources, however AWS Service Partners also the same, additionally with cost estimations, timelines and proposals at no commitment. If you prefer, I could set up a three-way call between an AWS Account Manager, the AWS Service Partner and yourself.

proposals at no commitment. If you prefer, I could set up a three-way call between an AWS Account Manager, the AWS Service Partner and yourself.

7) Customer: "I don't want too many parties involved. I can't disclose a lot of information yet about my project."

Pushback:

- We can sign a **mutual NDA** between all three parties to ensure confidentiality of any information discussed, regardless whether or not you eventually proceed with the partner. AWS and the APN Partner prepare all the NDA documents for you, all that is needed is your review and signature. The process is quick and straightforward.

8) Customer: "Why can't AWS do all this for us? / Can't I just contact you for technical advice?"

Pushback:

- AWS cloud is a **self-service** technology. You are free to access and self-study from AWS free training material in the Training Library.
- For legal reasons, we are not able to help our customers implement AWS services directly
- We have invested headcount with our Service Partners.
- We also provide **technical support**. Once you've already created an AWS account, you can log a Support ticket any time and an AWS Support engineer can provide you with documented self-help user guides and tutorials for any AWS services.
- Yes, AWS does have our own in-house **professional services**. It's called AWS ProServe. We usually see more of our enterprise customers engaging with ProServe. It costs about \$3000 a day to engage ProServe.

9) Customer: "I'm not satisfied with my current partner. I'm looking to take back control of my AWS account and to do it with my own team instead"

Pushback:

- Do share with me about some of the problems that you are facing with your current partner.
- Allow me to discuss our team to recommend a more suitable partner for your project.
- Customer: "Actually, my current partner is okay. I just want to have more autonomy over my AWS account as we are more familiar with AWS now"
 - Sure. You can discuss with your current Service Partner on handing over administrative rights to an IT administrator from your organization.
 - Do note that each Service Partner provides **varying levels of cloud administration**, therefore you have choices to select a service offering that better fits your **operational/budget needs**. Perhaps you could consider relooking at your service subscription with them instead of completely terminating it.



Objection handling – Partner Engagement

10) Customer: "How does your team decide which partner works best for me? Do I have options to choose from?"

Pushback:

- We'll recommend a Service Partner which is most **commercially and technically suitable** based on the information we have gathered from you. Should we need readjustments in the future, we certainly can recommend several other Partners."

11) Customer: "I'm very unhappy as I have been passed around to several AWS partners already and I can't get my project started."

Pushback:

- We sincerely apologise for the unpleasant experience so far. May I check which is the current partner that you are speaking to?
- We have discussed with XX Partner. In the best interest of time, they will be taking this case on a **priority basis**. I will be arranging a **joint call** with our partner in the next 48 hours. We aim to make the most of your time moving forward. Once again, I apologise for the delay. I will check in with our team to help expedite the process.

Wrap-Up





Thank you!