



# Partner Enablement Qualifying Questions

# Opportunity Definitions

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## Description

- An opportunity is created when there is a possibility that interest in AWS services will turn into Sales Revenue

## What is considered an opportunity:

- •New account, New workload, new services used in AWS
- •New project phase, new environment, expansion
- •Incremental increase in the utilization month over month for verification
- •Launched at least 30 days after creation of opportunity



# How to lead a conversation with prospective client?

# Why good questions are important:

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- During customer conversations, even when a specific topic is at hand, it helps to ask "high-yield" questions to get a broader understanding of the customer's situation.
- This helps us achieve **situational awareness**.

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## Question :

I've read about your company, but perhaps you'd like to spend a couple of minutes to tell me about you and your business.

## Why ask this question ?

We need to engage with the prospect on a **personal level** early in the conversation. Try to understand them and their business and work to align our messaging in the following parts of the conversation.

What is their **role** in the organization? Are they a new-hire or an old team member? How old is their company?

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## Question :

Have you or your team ever worked with AWS before?

## Why ask this question ?

We need to understand if there is AWS technology **awareness** and **preference** in place; customers are either neutral, in favor or against a particular technology and we need to have this indication early in the conversation.

Are they an AWS expert or prefer to work with a competitive service? Is there a **skills** gap that we need to be aware of?

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## Question :

What kind of workloads are you running on AWS, and what outside of AWS?

## Why ask this question ?

It is important to understand the **broader landscape** of the customer before coming into their specific request.

Customers usually elaborate on this one for several minutes to describe on-premises, Cloud or hosting facilities and applications (tip: let them talk uninterrupted).

Is this a **cloud-first company** or a **traditional on-prem** enterprise? Is there a **cloud strategy**? What is the **competitive landscape**?

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## Question:

What are you trying to achieve by running workloads in the Cloud?

## Why ask this question ?

We are trying to understand to what extent the prospect **perceives** Cloud as success driver and influence this perception.

Do they think Cloud is useful for their company and their personal career? Do they see any blockers? Usually customers will reveal their **true preference** for Cloud here.



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## Question:

Tell me about your specific application/request/project/question? {anything the specific case is all about}

## Why ask this question ?

Customers will describe the **problem** herein their own words. This is where we need to understand, if there's a real pain in place or this is only an exploration (**suspect**) case.

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## Question:

Tell me about allocated budget and timeline for this project?

## Why ask this question ?

To increase chances of successful project, we need to get understand if customer gave any thought to potential **budget** they are willing to spend as well as **timeline** they need the project to get completed.

Speaks to the **weight and importance** customer allocates to this project.

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## Question:

What will happen if you don't do anything in this case?

## Why ask this question?

Again this is about qualifying the **real pain and the urgency** (Time). Usually customers reveal that there is management pressure to move things (or lack of it...), and present a **timeline** that the project needs to go in production.

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## Question:

What would be a successful project for you in this case?

## Why ask this question?

This aims to reveal the **personal motivation** /ambition of your prospect but also the organizational **goals**. Pause and listen to both.

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## Question:

Who will decide for technical topics and economics in this project?

## Why ask this question ?

There are usually multiple **technical/user buying influences** but for every opportunity there is always one **economic buying influence**. We need to have as much information as possible early on. Also this question will reveal true **budget ownership** and the level of **influence of our prospect** within their organization.

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## Questions:

Have you agreed internally on your preferred provider for this project?

## Why ask this question?

Instead of asking "the competition", it's better to understand the organization's approach to selecting a provider. Customers will discuss: a) if they believe AWS is **the right target platform**, b) if there are other **formal selection criteria**, but also what's the focus of each individual team in their organization (Devops, Finance etc.).

Also, here, they will usually discuss competition in detail and **reveal their preference**.

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## Question:

Do you consider running this project internally or with help of external consultants?

## Why ask this question?

This will reveal broader **organization plans**, connections with existing **partners** and an internal IT skills map (pause and listen).

This helps build an engagement plan for **Training and Partner involvement**.

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## (Bonus) Question:

Have you built a target architecture for AWS for this project?

## Why ask this question?

This is about assessing the customer's **technical capability** with AWS. Usually, it's here that customers reveal their gaps in architecting skills and ask for help. Also, it reveals the **level of engagement** of the customer and the propensity of the opportunity to move forward. This **helps set next steps** for technical engagement.



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## Question:

Have you already run a budget with our AWS calculator?

## Why ask this question?

Instead of asking "the budget" it's better to understand if the customer is perhaps engaged in **identifying the target budget**, or they are just seeking "an offer from AWS". Suspects that don't want to buy always ask for price only.

On the other hand, engaged prospects sometimes even present a draft calculator.

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## Question:

Is there anything else I can help you with since we have this time together today?

## Why ask this question?

When prompted, customers will often raise **additional requests**, discuss **blockers** or reveal future plans (sometimes all the above).

It is important to ask anyway.



# Thank You