# Ansible Sales Play Key Objections

| **Objection :We want to keep costs down, community version is less expensive**<br><br>**Theme:** Ansible community is a free product and cannot justify AAP investment. | |
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| **LISTEN**<br><br>Things you may **hear** | • We don't have the budget<br>• Community has everything we need<br>• Limited automation use cases within the organization |
| **ACKNOWLEDGE**<br><br>Demonstrate you **heard them** | • Trying to keep costs down<br>• Not ready to move to/invest in AAP right now<br>• RH can help meet short and long term goals |
| **QUESTION**<br><br>**Understand** the objection | • Good/bad about community?<br>• Plans to expand automation?<br>• Community projects in use? |
| **POSITION**<br><br>Reframe and **prove** | • Hidden costs associated with Community first approach<br>• One/Limited automation use cases exist today but scaling these economically becomes more challenging due to cost associated with Risk, Staff training, raw headcount, technical upskill etc.<br>• Manual problem-solving increases downtime<br>• AAP provides features like:<br> ○ Certified content collections only available via Red Hat<br> ○ Automation Analytics to monitor investment<br> ○ Ansible Lightspeed for efficient code creation and content quality<br> ○ Use Ansible's EDA capabilities to reduce manual tasks, deliver more efficient IT operations, and free your teams to focus on innovation. |
| **CHECK**<br>**Ask** open ended questions | • Have I done a good job of explaining how the additional features in Ansible automation platform can add more value and help achieve your goals faster?<br>• Would you like to have a follow up conversation to explain long term savings with AAP? |

| **Objection : We use modern automation tools like HashiCorp's Terraform/ have an investment with hyperscaler's automation like AWS CloudFront/ Azure Bicep**<br><br>**Theme:** Ansible doesn't provide differentiating value from our competitors | |
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| **LISTEN**<br><br>Things you may **hear** | • AAP isn't that different from other competitors in the market<br>• Customer has significant investments in other automation solution |
| **ACKNOWLEDGE**<br><br>Demonstrate you **heard them** | • It's great that you're leveraging modern automation tools; they are they key in today's IT infrastructure management<br>• Finding the right fit is important<br>• I recognize that maximizing your existing investment is a priority |
| **QUESTION**<br><br>**Understand** the objection | • How are these tools currently integrated in your workflow?<br>• How are they working and are you satisfied?<br>• Challenges or gaps in your current setup? |

| **POSITION**<br><br>Reframe and **prove** | • Ansible is go-to for end to end automation<br>• Ansible's EDA capability allows for real-time decision making and response, unique capability that complements your existing toolset.<br>• AAP bridges the gap between different environments providing a unified automation language that works alongside your current existing investments. |
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| **CHECK**<br>**Ask** open ended questions | • How do you envision a tool like Ansible complementing your current automation system in place today?<br>• What do you think is stopping you from reaching your ideal state automated IT environment today?<br>• Would a demo/use case of AAP working in tandem with Terraform be helpful for you to see the potential synergies? |

| **Objection :I am interested in using more Ansible but I don't know how to scale and build a Center of Excellence (CoE) in my organization**<br><br>**Theme:** Scaling Automation practices | |
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| **LISTEN**<br><br>Things you may **hear** | • We're not sure how Ansible fits as we grow..<br>• How do we ensure consistent automation practices among different teams?<br>• We want to centralize our automation efforts but don't know where to start |
| **ACKNOWLEDGE**<br><br>Demonstrate you **heard them** | • I understand that scaling your automation practices and establishing a Center of Excellence (CoE) can seem challenging. It is a common concern for enterprises looking to expand their automation capabilities. |
| **QUESTION**<br><br>**Understand** the objection | • What kind of challenges are you facing in terms of scaling Ansible in your organization? Are they specific?<br>• What are your current goals and capabilities for a CoE in your organization? |
| **POSITION**<br><br>Reframe and **prove** | • Ansible Automation Platform is designed for scalability, supporting growth from simple automation tasks to full fledged complex systems.<br>• Ansible Lightspeed, Automation Hub and Mesh included with your subscription can help you efficiently scale your automation systems as you grow in scale. |
| **CHECK**<br>**Ask** open ended questions | • What additional information or support would be helpful as you consider implementing this?<br>• Happy to set up a call with our experts to give you a preview of what can be achieved. |