

# Ansible Sales Play Prospecting Plan

## **Ansible Sales Play Email Sequence & Talk Track -**

### Day 1

#### LinkedIn Profile View

Get to know your prospect. You can tell a lot from who they follow and what they post. Make sure your communication is in line with your prospects' challenges and goals.

#### Email #1

Subject Line: Benefits of automating your IT environment - {{company}}

Hi {{first\_name}},

No matter the complexity of your environment or where you are in your IT modernization journey, an IT operations automation strategy can help you improve existing processes.

An enterprise-wide approach can help you realize the full value of automation for modern, digital operations. This allows your organization to manage complex environments more readily, gain visibility into your operations, and integrate new technology and processes more effectively.

I'd be happy to discuss how we are working with other enterprise customers to do just that.

Are you open for 15 minutes on {{weekdays\_from\_now 2}} or {{weekdays\_from\_now 3}}?

{{sender.first\_name}}

## Day 3

### Call Task

*Voicemail: Hi, {{customer name}}, this is {{rep name}} calling from Red Hat, I sent you an email a couple of days ago. I was calling to have a quick conversation with you regarding your current IT automation. You can reach me at xxx-xxx-xxxx, again this is {{rep name}} calling from Red Hat xxx-xxx-xxxx*

### Live Call

Hi, this is {{First Name}} with Red Hat.

I know I'm calling unannounced, so I'll be brief.

We are hearing how the lack of automation standards, governance and management strategy across different disparate teams and tools are making it difficult for many organizations to scale best practices. What are you doing to manage these challenges?

ESTABLISH - Show them you know them.

Some{{Titles}} I speak with are evaluating IT automation as a strategy to reduce manual processes inefficiencies, improve security and compliance and ultimately better their complex IT environments.

Red Hat is helping many such organizations today and would love to know if we can help. [Here's how](#).

[Pause 1-2 seconds]

TRANSITION - Ask a question to get them talking, then be quiet and listen.

How important is IT automation for the success of your business in terms of enabling innovation and impacting your bottom line?

### **Conversation Starters:**

- What is your IT automation strategy today?
- How does your IT strategy relate to your cloud strategy?
- How important is it for you to be able to quickly resolve compliance and security issues?
- How familiar are you with the benefits of an automated IT infrastructure? Here's how [Red Hat thinks you can](#).
- How is your IT keeping up with the changing needs of the business?
- How do you handle increasing levels of IT complexity? How standardized is your IT environment?
- How do you presently manage the scale of your IT resources, people and processes?
- How much time is spent maintaining and managing non-mission critical tasks?
- What is your process for hiring and training new automation developers?
- How would you improve the hiring process if you could?
- What is the turnaround time for finding and hiring qualified automation developers?
- How long does it take to train such developers from among existing staff?
- What are the major risks you see in relation to your IT environment now?

### **Additional questions by persona:**

#### **IT Operations Leader**

1. What internal or external compliance requirements does your company have to meet?
2. Who is ultimately responsible for on-time delivery of IT infrastructure in a secure compliant manner in the company? Or for the automation strategy?
3. How is your experience fulfilling this responsibility with the methods you have presently implemented?

4. How do you handle increasing levels of IT complexity, including security?
5. How do you handle unplanned downtime/firefighting?
6. What kinds of controls do you have in place to prevent / mitigate human error?
7. What is getting in the way of you and an ideal, well-managed infrastructure?
8. How are your teams aligned?
9. How would you describe the way your teams collaborate?

## **System Administrator**

1. How do you currently keep up the flow of vulnerabilities and exposures that arise?
2. What resources would you like to add to support the effort?
3. What is your company's strategy & plan when it comes to IT automation and does it relate to moving to the cloud?
4. How do you and your team support and operate within disparate IT environments, different standards and performing manual processes?
5. What have you tried to address the above concerns using automation? If so, how were you involved and what were the outcomes?
6. How long do you typically have to wait for your desired new features to be released?
7. What is your process for integrating 3rd party hardware and software vendors and do you use automation tooling to do so?
8. How long does it take to implement a security patch to address a vulnerability?
9. How long does it typically take for IT operations to provision a secure, compliant environment?

## Day 5

Email #2

Subject Line: Are manual processes and lack of IT automation standards holding you back?

Hi {{first\_name}},

The lack of automation standards, governance and management strategy across disparate teams and tools are making it difficult for many organizations to scale best practices today.

A single consistent automation platform for your IT infrastructure can help solve these problems and potentially accelerate your business.

Learn how Red Hat can [help you in your automation journey](#).

Are you open for 15 minutes on {{weekdays\_from\_now 2}} or {{weekdays\_from\_now 3}}?

Best,  
{{sender.first\_name}}

## Day 6

LinkedIn Interaction

Show your prospect you are a peer by interacting with one of their posts.

## Day 7

Email #3

Subject Line: Automation strategy to better your infrastructure

{{first\_name}},

We are hearing how many organizations already automate some number of IT operations in limited, disparate areas using inflexible, ad hoc scripts or proprietary, device-specific legacy tools. While these approaches may speed specific functions, they do not scale across diverse resources and can make it difficult to share automation

expertise across the organization. Additionally, it is often difficult to update and extend these types of automation as technologies evolve and new requirements emerge.

If you're interested in learning more on how Red Hat can potentially help you optimize and/or expand your automation processes better, I'd be happy to set up a time to chat.

Are you open for 15 minutes on {{weekdays\_from\_now 2}} or {{weekdays\_from\_now 3}}?

Regards,  
{{sender.first\_name}}

## Day 11

Email #4

Subject Line: Benefits of enterprise-wide IT automation

{{first\_name}},

Many customers already automate some number of IT operations in limited, disparate areas using inflexible, ad hoc scripts or proprietary, device-specific legacy tools. While these approaches may speed specific functions, they do not scale across diverse resources and can make it difficult to share automation expertise across the organization.

Enterprise-wide automation allows your organization to manage complex environments more readily, gain visibility into your operations, and integrate new technology and processes more effectively. This supports increased business agility, innovation, and displays further value and impact from your IT team.

Did you know we have an enterprise grade Automation Platform [with a 60-day subscription](#) that can potentially help you achieve the above goals?

I'd love to have a conversation with you on how to take advantage of this opportunity.

What time works best for a call? {{tomorrow}} at 2pm or {{weekdays\_from\_now 2}} at 10am?

Best,

{{sender.first\_name}}

## Day 13:

Call Task

*Voicemail: Hi, {{customer name}}, this is {{rep name}} calling from Red Hat, I sent you an email a couple of days ago. I was hoping to have a quick conversation with regards to connecting and unifying your teams, processes and technology through IT automation. You can reach me at xxx-xxx-xxxx, again this is {{rep name}} calling from Red Hat xxx-xxx-xxxx*

Live Call

Hi, this is {{First Name}} with Red Hat.

I know I'm calling unannounced, so I'll be brief.

I'm calling to ask if you have started to plan for the automation of your complex IT environment to create better value for the business

I know this can be a daunting task, not knowing where to begin, but I'm here to help. I can provide you with resources and guidance to make the process as smooth as possible.

ESTABLISH - Show them you know them.

Some{{Titles}} I speak I with are evaluating an IT operations automation strategy to improve existing processes and better support their business infrastructure.

Red Hat has created Ansible Automation Platform to help customers operate more efficiently, reduce costs, and free up/create more time for innovation.

[Pause 1-2 seconds]

TRANSITION - Ask a question to get them talking, then be quiet and listen.

Do you have an IT automation strategy in place today? What's worked and what do you think can be improved?

### **Conversation Starters:**

- Do you have an automation strategy in your IT environment today and how does it relate to your cloud strategy?
- How important is it for you to be able to quickly resolve compliance and security issues?
- Are you aware of the benefits that can be achieved with an automated IT infrastructure?. Here's how [Red Hat can help.](#)
- How is your IT keeping up with the changing needs of the business?
- How do you handle increasing levels of IT complexity? How standardized is your IT environment?
- How well are your resources, people and processes you have in place scaling?
- How much time is spent maintaining and managing non-mission critical tasks?
- Has it been easy to hire or train up automation developers?
- What is the turnaround time for finding and hiring qualified automation developers?
- How long does it take to train such developers from among existing staff?
- What are the major risks you see in relation to your IT environment now?



## **Additional questions by persona:**

### **IT Operations Leader**

1. What internal or external compliance requirements does your company have to meet?
2. Are you ultimately responsible for on-time delivery of IT infrastructure in a secure compliant manner in the company? Or for the automation strategy?
3. How is your experience fulfilling this responsibility with the methods you have presently implemented?
4. How do you handle increasing levels of IT complexity, including security?
5. How do you handle unplanned downtime/firefighting?
6. What kinds of controls do you have in place to prevent / mitigate human error?
7. What is getting in the way of you and an ideal, well-managed infrastructure?
8. How are your teams aligned? Are they collaborating or do they operate in a silos?

### **System Administrator**

1. Do you have sufficient resources to keep up with the flow of vulnerabilities and exposures that come up?
2. Is there/What is your company's strategy & plan when it comes to IT automation and does it relate to moving to the cloud?
3. Is it burdensome for you and your team to support and operate within disparate IT environments, different standards and performing manual processes?
4. Have you tried to address the above concerns using automation? What was your role and what were the outcomes?
5. How long do you typically have to wait for your desired new features to be released?
6. What is your process for integrating 3rd party hardware and software vendors and do you use automation tooling to do so?
7. How long does it take to implement a security patch to address a vulnerability?
8. How long does it typically take for IT operations to provision a secure, compliant environment?

## Day 16

Email #5

Subject Line: Is your Automation strategy in place?

{{first\_name}},

I'm part of the Red Hat team, reaching out to accounts where I know IT operations automation is being considered as a viable strategy.

To be direct, I'm aware that many are struggling to deploy a modern infrastructure due to maintenance cost and management complexity of their existing systems. Combined with a need to innovate at a faster pace, this complexity places a burden on you and your IT operations team.

Most of my comparable-in-size customers want to chat asap on this topic.

I'd love to know where your initiatives stand today and/or help you plan and sort that out. Feel free to bring your team, or we can have a quick 1:1.

Are you free for 15 minutes on {{weekdays\_from\_now 2}} or {{weekdays\_from\_now 3}}?  
- {{sender.first\_name}}

## Day 22

Email #6

Subject Line: Got a few minutes to learn how your peers are leveraging automation?

{{first\_name}},

Sorry to be so persistent, just wanted to check in again to see if but would you might like to learn how we have helped others like you drive efficiency through automation?. I'm scheduling a few meetings like this next week.

Can we schedule 20 minutes to discuss?

{{sender.first\_name}}

## Day 27

Email # 7

Subject Line: Does your IT Automation need Analytics?

Hi {{first\_name}},

How do you know the performance of your automation tools? Are you struggling to make informed data-driven decisions?

With Insights for Ansible Automation Platform, you can monitor and proactively resolve infrastructure performance issues, system availability, and security vulnerabilities- helping to minimize compliance risks, threats and potential downtime.

Automation analytics helps you estimate return on investment(ROI), predict time and cost savings of future automation projects, and monitor the success and failure of jobs.

Insights is actually included with Ansible Automation, so let's find 25 minutes to speak next week and I can elaborate more on this, what works best for you?

All the best,

{{sender.first\_name}}

## Day 30

Email #8

Subject Line: Not the right contact?

Hey {{first\_name}},

IT automation may not rank high in your priorities right now, I understand how quickly priorities may shift and change, so IT automation may not rank high in your priorities right now.

However, if you aren't the correct contact, who is the best person in your organization to discuss how automation can potentially solve major IT infrastructure problems for your organization?

I appreciate your help in identifying an alternative person to speak with and please feel free to reach out to me at a later date.

{{sender.first\_name}}

# VITO Ansible Short version

*The below 'VITO' emails are here as a guide as you look to craft individual emails directly to an executive or LOB persona.*

## IDC Reference Report:

<https://www.redhat.com/en/resources/business-value-red-hat-ansible-automation-analyst-paper>

## General Ansible email sequence LOB Persona

### LOB Persona Motivators

- Growth, profit and competitiveness - uses financial-related metrics & completion of initiatives as measures of success
- Modernization of the organization powered by IT to keep pace with competition
- Reducing complexity - including complexity in dealing with too many vendors and too many systems
- Adherence to governmental and industry compliance and security standards

### Email #1

Subject Line: Potential impact of Ansible Automation Platform for {{company}}?

Hi {{first\_name}},

Many of our customers are leveraging Red Hat's Ansible Automation Platform to create a significant competitive advantage for their business.

By utilizing the capabilities of Ansible Automation Platform, the solution could potentially:

Save your team a total of {{ X hours }} a year that can be reallocated to more mission-critical work generating {{\$}} in savings.

Would you like to discuss how we've helped companies similar to {{company}} achieve greater efficiencies and create a competitive advantage?

What day next week would work best for you?

Sincerely,  
{{sender.first\_name}}

Email #2

Subject Line: ROI Calculations for {{company}}

Hi {{first\_name}},

I thought it might be helpful to highlight the ROI calculated by IDC after interviewing companies who are partnering with Red Hat noted in *The Business Value of Red Hat Ansible Automation* that was published in March:

- A five-year ROI of 667% along with annual revenue increase of \$1.9million using Red Hat Ansible Automation.
- Development teams saw an average productivity gain of 20% compared with using non-paid open source alternatives.
- Annual average of \$27,300 per 100 users (\$9.3M per organization) in: IT staff productivity, business productivity, risk mitigation (user productivity), and IT infrastructure cost reductions.

I'd be happy to walk you through the one-page calculation sheet that I prepared for you on {{company}} and answer any questions.

Would {{weekdays\_from\_now 4}} or {{weekdays\_from\_now 5}} work for you?

Thanks,  
{{sender.first\_name}}

Email # 3

Subject Line: Potential ROI for {{company}}?

Hi {{first\_name}},

Many of our customers are leveraging Red Hat Ansible Automation to create a significant competitive advantage for their business.

Would you like to discuss how we've helped companies similar to {{company}} and have a look at the ROI calculation sheet I prepared for you?

Can we schedule 20 minutes next week? maybe {{weekdays\_from\_now 3}} or {{weekdays\_from\_now 4}} to chat?

Sincerely,  
{{sender.first\_name}}