SUPER CHARGING THE CHANNEL

7 Key Questions to Maximize Profits and Increase Customer Satisfaction

In every business relationship, the questions you ask help determine your level of success. For you, the ultimate rewards could be huge. By finding the right partner, you'll find the data protection business to be extremely attractive. These questions can help you quickly identify if your chosen vendor will help you forge a reputation as a leading data protection resource, and lock in financial growth to keep your business at the top of the heap.

1 Why should I sell business continuity and disaster recovery (BCDR) solutions in the first place?

Increased demand driven by data proliferation and IT complexity means companies of all sizes need to implement an effective BCDR strategy to protect from extended downtime and data loss.

$300k THE AVERAGE HOURLY COST OF DOWNTIME[1]

PRO TIP: Tap into a market growing by 11% CAGR while partnering with a vendor that provides solutions to prevent customer downtime and data loss entirely.

2 What do I need to know about the current backup environment at the companies I'm selling into?

Today's IT is incredibly complex with data stored everywhere – from on-premises physical and virtual environments to public and private clouds. Adding multiple BCDR products and vendors adds to this complexity, with most companies deploying 3+ solutions as part of their decentralized operations. They need help to simplify!

PRO TIP: Make sure your vendor protects multi-generational IT – systems and applications ranging from non-86x hardware to multi-cloud – so that regardless of what system goes down, your customers are covered.

3 How do I find the combo of innovative technology and high margins?

Finding the right mix of technology that's easy to maintain, sell, and profit from can be harder than it seems. With margins and channel conflict to consider, you need a partner that will back your business – no matter what.

PRO TIP: Pick a vendor that puts a premium on innovation and your long-term success. Your vendor should ensure your customers and deals belong to you.

4 Where's the sweet spot for selling BCDR solutions these days?

Midsized and smaller enterprise companies are notoriously underserved in this space. Many are forced to bolt together point products to meet their needs, or shell out big bucks for BCDR solutions that are too expensive and complex.

PRO TIP: Your vendor should provide BCDR solutions designed for industrial-grade performance with consumer-grade simplicity.

5 What should I lead with in my BCDR sales pitch?

Combating data loss and downtime disasters can be tough (or even impossible) with legacy data protection methods, particularly given increasing complexity, budget restrictions and higher expectations placed on IT teams. Accelerate your sales and revenue with solutions than can prevent IT disasters from occurring in the first place.

PRO TIP: Pick a vendor with cloud-enabled solutions that deliver cost-effective, near-zero downtime and data loss. Offer your customers a way to prevent, rather than recover from, IT disasters.

50% COMPANIES WITHOUT A DISASTER RECOVERY PLAN IN PLACE[2]

6 What kind of money will I make?

Rapidly growing your business requires a unique blend of high margins, lead-sharing, education, enablement tools and marketing programs.

PRO TIP: Your vendor should provide all of the above, plus zero-cost accreditations, partner advisory council opportunities, individual and corporate SPIFs, and deal protection on renewals to expand your business and realize immediate ROI.

7 What level of vendor expertise can I reasonably expect?

What you expect and what you receive are sometimes different. Vendor experience can tell you about their viability as a business and track record of innovation to continuously meet your customer's needs.

1983 THE YEAR ARCSERVE WAS ESTABLISHED

PRO TIP: Choose a vendor proven in decades – not days. As the world's most experienced BCDR provider, we've never met a data protection challenge too tough to solve.

DISCOVER MORE

Get Super Charging the Channel: A Solution Provider's Guide to Selling Business Continuity at **arcserve.com**

arcserve®