

STARTING THE DISASTER RECOVERY CONVERSATION

Selling disaster recovery as a service (DRaaS) is about educating your clients on the risks they face and on the costs associated with downtime. Here are some questions you can ask to get things started. Keep in mind that this isn't a script. It's a demonstration of the kinds of questions you can ask to set up your own DRaaS pitch. For more information, check out our ebook "Selling Disaster Recovery as a Service."

1. IF YOUR MOST IMPORTANT SYSTEMS CRASHED TOMORROW, HOW WOULD THAT AFFECT YOUR BUSINESS?

- Would it affect your clients?
- Would your employees still be able to work?
- Do you know which of your systems are the most important to your business?

WHAT'S THE POINT? *Start the process of helping decision makers understand that disasters have consequences.*

2. WHILE YOUR SYSTEMS ARE DOWN, DO YOU KNOW HOW MUCH MONEY YOU'RE LOSING?

- What does an hour of downtime cost your business?
- Do you know how downtime affects your reputation?
- Do you understand all the ways your systems could go down?

WHAT'S THE POINT? *Dig deeper into the cost of downtime with decisions makers and help them understand that downtime can come from more than simply natural disasters (i.e. disk failure, user error, data corruption, etc.).*

3. IF A SYSTEM WENT DOWN TOMORROW, WHAT WOULD YOU DO?

- Do you have a plan to get things up and running?
- How quickly can you return to normal operations?
- What are you going to do in the meantime?

WHAT'S THE POINT? *Get practical. Do they have a plan? Have they ever thought about disaster?*

4. DO YOU UNDERSTAND WHAT A GOOD DISASTER RECOVERY PLAN COULD DO FOR YOU?

- Do you know how to avoid downtime and data loss?
- Do you understand that there's more to effective disaster recovery than simply taking backups?
- Have you ever compared the cost of downtime to the cost of a good disaster recovery solution?

WHAT'S THE POINT? *Use what you've learned to guide the conversation toward a sale.*