







Sify-managed Access, powered by Cisco Meraki: Sales Discovery Call Script

Discovery Call Script strategy

Solution	Sify-managed Access, powered by Cisco Meraki
Who should use this resource	Salespeople calling prospective Sify-managed Access customers to qualify uncovered opportunities.
Targeted markets	<p>This solution has value across all industries and resonates strongly with retail, logistics, manufacturing, and BFSI customers.</p> <p>It is also useful for small to large-sized businesses looking to expand in the India geography.</p>
Discovery call objectives	<p>The primary objectives of this call are:</p> <ol style="list-style-type: none">1. Understand the challenges and pain points of the customer.2. Learn about the company's decision process and its decision-makers.3. Determine whether the customer is speaking to competitors for a solution. If they already have an in-house solution, uncover any challenges they may still be facing.4. Define their resolution timeline.5. Schedule a follow-up meeting with the key decision-makers.

Discovery call strategy

- 1 Introduce challenges you help companies solve.
- 2 Gain agreement to explore if there's a possible fit.
- 3 Learn about the prospect through questioning.
 -  **PAIN**
What are their pains and challenges?
 -  **DECISION PROCESS**
What is their buying process and who is involved?
 -  **TIMELINE**
What is their timeline to have resolution?
 -  **COMPETITION**
Who else are they talking to?
- 4 Recap the conversation to reconfirm alignment.
- 5 Schedule relevant follow-up actions.

Prepare for your call



Background and research

Before making your call, take the time to acquaint yourself with the company. Here are some best places to get you started:

- **CRM notes:** Look at any previous notes and information located in your CRM.
- **Company website:** Review to gain an understanding of their size and potential needs. Remember to look at recent press releases and public announcements like merger activity, new products, new markets, etc.
- **LinkedIn:** Look up potential contacts within the company. Who do you have in common? What are their interests? Can you get an introduction?
- **Current news:** Locate current articles and press releases about the company to better understand what's happening in their world.
- **Other resources:** Leverage other tools to understand the infrastructure, products, competition, staff turnover (example: Glassdoor), customer reviews, and other areas of the organization.



Sales and Marketing resources

- Sify-managed Access Messaging Framework (internal use only)
- Sify-managed Access Solution Brief
- Sify-managed Access Pitch Deck
- Sify-managed Access Sales Guide (internal use only)



Call best practices

Do

- **Craft your list of questions ahead of making your call. Use the tools and guidance within this document for help.**
- **Always lead with the managed solution as opposed to DIY.**
- **Use the Sales 70/30 rule: 70% listening and 30% talking.**
- **70% of the conversation should be spent on the customer telling you about their needs, challenges, and business.**

Don't

- Don't assume a one-size-fits-all approach. Listen for the customer's unique set of needs, applications, and objectives.
- Don't go into presentation mode. Ensure you have all the key information first.
- Don't ask Yes/No questions, unless it will always get you the answer you want.
- Don't turn question-asking into an interrogation. Keep everything very conversational.

Target personas

***Role may cover
employee resourcing**

- Needs to understand the cost savings that could be driven by outside resourcing
- Wants to know how solution impacts existing staff
- Wants to know how solution could fill talent gaps



CEO

This individual is most concerned with how the solution can increase revenue, drive cost savings, and help the organization achieve sales and operational goals.

- The following use cases may resonate most with this audience:

Future-proof network foundation

Challenges:

- Needs predictable expenses with proven ROI evidence
- Wants solutions that benefit the bottom line
- Wants to understand how the solution can help improve customer satisfaction



**VP of
Operations***

This role is responsible for defining how an organization implements software and hardware solutions, and any downstream impacts on internal and external users.

- The following use cases may resonate most with this audience:

Provisioning at scale | Network scalability

Challenges:

- Needs to ensure all users can access secure and reliable networks across all locations
- Needs to minimize downtime and potential outages
- Wants to achieve efficient scaling across network environments

Target personas

*Role may cover
employee resourcing

- Needs to understand the cost savings that could be driven by outside resourcing
- Wants to know how solution impacts existing staff
- Wants to know how solution could fill talent gaps



CIO

This individual is responsible for driving the overall IT strategy for an organization, including how new and existing solutions will impact business outcomes.

- The following use cases may resonate most with this audience:

Threat detection | Network security | Network performance

Challenges:

- Needs a global network that can guarantee consistent access across all branches
- Needs secure and connected infrastructure with integrated threat detection capabilities
- Wants a reliable IT stack with interoperable solutions



CFO*

This role is less interested in the solution benefits and features, and more concerned with how investments can increase revenue and/or drive cost savings.

- The following use cases may resonate most with this audience:

Network security | Future-proof network foundation

Challenges:

- Needs solutions that support desired business outcomes for profitability and market expansion
- Wants to minimize the cost of network outages
- Wants predictable IT expenses

Process overview

Introduction

Alignment

Exploration

Recap

Follow up

Introduction

Make the introduction
(cold call, warm call, or warm
call to existing customer)

Alignment

Confirm solution
alignment with
business goals

Exploration

Ask questions to
understand current
challenges

Exploration

Understand the decision-
makers and their process

Exploration

Understand your
competition

Recap

Summarize discussion to
ensure understanding

Follow up

Confirm and schedule the
follow-up

Follow up

Document next steps



General context:

This guide is a general recommendation for how to conduct an impactful discovery call. Customize the flow as needed to align with your sales process or other key details in your customer relationship.



Tips:

- Personalize the approach to what feels natural and conversational to you.
- Communicate the unique potential of your solution to address the customer's business challenges at every opportunity window.
- Set clear expectations with the customer for what the time aims to accomplish and what you need from them to influence a decision.



Top takeaways:

- The discovery call should feel like a conversation, not like a sales pitch.
- Respect the customer's time and 99% of the time, they will respect yours as well.

Cold call introduction

Introduction

Alignment

Exploration

Recap

Follow up



Goal

Capture the prospect's curiosity about your solution.



Prompt

"Hi, this is [insert name with company]. I'm calling today to better understand the challenges you face on a daily basis, and how Sify's solution powered by Cisco Meraki can help address them. Can I take the next 15 to 20 minutes of your time to explore some opportunities together?"

If yes...	If no...
Great. We work with companies to solve [insert pains]. [Insert stats that demonstrate the results your company and Cisco Meraki Access delivered.] I'm not sure if you're experiencing any of these things. So, I'll stop here and ask: Do any of these situations resonate with challenges you are facing?	I can respect that. How about this? I'll drop you a quick email listing the types of challenges we help companies like yours solve. And I'll follow up with you next week and you can tell me then if there is any reason the two of us should continue talking. Does that work for you?



General context:

Cold calls are made to individuals who are not familiar with you or your company. During this call you need to introduce yourself, explain the reason for your call, and generate enough of your customer's interest to keep the conversation moving.



Tips:

- Gain trust and build rapport with your prospect by respecting their time.
- Give the prospect an opportunity to offer immediate alignment or misalignment.
- Collect all available contact information to make follow-up opportunities possible.



Top takeaway:

This call is not about selling. It's about information gathering.

Warm call introduction

Introduction

Alignment

Exploration

Recap

Follow up



Goal

Capture the prospect's curiosity about your solution.



Prompt

"Based on [previous conversation or earlier context], I wanted to follow up so the two of us can determine if the solutions my company provides even make sense for your business. Can I take 30 seconds to tell you what we do, and then you can tell me if it makes sense to continue?"

If yes...	If no...
Great. We work with companies to solve [insert pains]. [Insert stats that demonstrate the results your company and Cisco Meraki Access delivered.] I'm not sure if you're experiencing any of these things. So, I'll stop here and ask: Do any of these situations resonate with challenges you are facing?	I can respect that. How about this? I'll drop you a quick email listing the types of challenges we help companies like yours solve. And I'll follow up with you next week and you can tell me then if there is any reason the two of us should continue talking. Does that work for you?



General context:

Warm calls differ from cold calls based on existing context. The prospect should have some familiarity with your company and/or your solution. Connections can come from a variety of sources—webinar attendance, personal introductions, and many others.



Tips:

- Gain trust and build rapport with your prospect by respecting their time.
- Give the customer an opportunity to offer immediate alignment or misalignment.
- Be specific in explaining the context for this call to establish your credibility.



Top takeaway:

This call is not about selling. It's about information gathering.

Warm call to an existing customer

Introduction

Alignment

Exploration

Recap

Follow up



Goal

Capture the customer's curiosity about your solution.



Prompt

"Hi [insert name], this is [insert your name and company]. I wanted to make you aware we are now offering a Cisco Meraki Access solution. We are super excited to provide this because of the incredible impact it will have on a customer's ability to scale their network infrastructure and streamline deployment and management costs. Do you have a few minutes to talk about it?"

If yes...

Great. Sify-managed Access can solve [customer-specific pain points]. Which one of these challenges resonates best with what's keeping you up at night in your role? Or is there another challenge you want to discuss first?

If no...

Ok. When would be a good time to talk about it? Here are some potential meeting times available in my schedule over the next couple of weeks. Thank you for prioritizing this time together.



General context:

Calling an existing customer gives you a distinct advantage since you should know the current challenges your customer is facing that Sify-managed Access can solve. Before the call, familiarize yourself with the use cases and challenges solved by this solution.



Tips:

- Listen actively to cues around whether the customer is a decision-maker or not.
- If your contact is not a key decision-maker, ask for an introduction to that individual. Offer to copy your existing customer on any outreach to other company contacts.



Top takeaway:

Maximize the opportunity with an existing customer by leveraging your established trust and rapport. Move the conversation directly into confirming alignment and uncovering their pain points.

Explore alignment with customer's goals

Introduction

Alignment

Exploration

Recap

Follow up



Goal

Learn as much about what's going on at your customer's organization as possible. Ensure your conversation is happening at the right time to support a sales conversation down the road.



Prompt

"To ensure your challenges and objectives are a good match for our solutions, I'd like to better understand your needs and goals. Can I ask you a few questions about what's happening today at your organization?"

If yes...

Great. For your awareness, I have [##] questions I would like to cover during our time together. Let me start by asking you [first probing question]...

If no...

Thank you for your honesty. Maybe now is not the right time to have this conversation. Is there a better time that works for you? Or if this solution isn't a good fit for your company at this time, I can end the conversation here. I'll plan to reach out again when there might be a better fit for your organization.



General context:

The goal is to make this a mutually-beneficial conversation. By getting the prospect to engage, you can work together to begin determining if you can help solve their critical business challenges.



Tips:

- Make space to confirm alignment before taking up too much time to show respect for your customer's decision to prioritize this call during their busy workday.
- Use this process to determine if your solution will realistically solve your customer's challenges and if budget exists for a potential investment in your solution.



Top takeaway:

The quickest way to build meaningful rapport with your customer is to ensure that your solution addresses the right challenges at the right time.

Ask probing questions

Introduction

Alignment

Exploration

Recap

Follow up



Goal

Uncover and understand what the customer is losing by not implementing your solution. Use the answers from your customer to position your solution as the “silver bullet” to solve their most pressing business challenges.



Prompts

- What challenges are you currently experiencing in maintaining always-on network access to your users?
- How are you currently analyzing network bandwidth and application productivity?
- How much of your annual IT budget is dedicated to network maintenance?
- How much does it cost you on average for every hour of downtime?
- How does your team currently think about scaling your network while ensuring consistent and secure access at all endpoints?
- Walk me through the last time your team had to respond to a network infrastructure error. How long did it take to troubleshoot the issue?
- Describe to me how your users interact with your network infrastructure across branches. How easy is it to establish secure access based on your specific requirements?
- Walk me through a recent infrastructure branch expansion project. What worked well? What was painful for the team and your customers?



General context:

These questions are meant to lead the customer to the same belief that you have: that the customer’s business would be better positioned to achieve their most important goals through the deployment of your solution.



Tips:

- Customize your questions based on the customer’s role and tenure.
- Avoid asking Yes/No questions unless you know the customer will arrive at the desired answer for the situation.
- Don’t be afraid to dig deeper by asking “Why?” Tie Sify-managed Access’s value to what are uncovered as the customer’s root issues.



Top takeaway:

By the end of the discovery call, you should know more about the customer’s business than the customer.

Understand the decision-making process

Introduction

Alignment

Exploration

Recap

Follow up



Goal

Get names, titles, email addresses, if possible, for key decision-makers. Gain an understanding of how that company makes decisions (i.e., the steps involved and who should be invited to the next meeting).



Prompts

- If your company were to make a change like this, what does that process look like?
- To engage in Sify-managed Access, who would be involved and what would be their decision-making process?
- How does a decision like this get made?
- Who has the final sign-off?



General context:

Highly-matrixed organizations may have decision-makers across multiple lines of business. Use this part of the discovery call to better understand your customer's org structure and the potential approval layers for securing a purchasing decision.



Tips:

- Discover who is involved in the decision process.
- Identify how the decision is made.
- Work to ensure the right people are at your next meeting.
- Uncover whose opinion among the people involved carries the most weight.



Top takeaway:

This is an opportunity to learn about future stakeholders who have veto power over new solution investments. Get your customer's perspective on the stakeholder landscape.

Define the timeline to buy

Introduction

Alignment

Exploration

Recap

Follow up



Goal

Understand how quickly the customer needs their challenge resolved (pending threat, planned upgrade, etc.). If they don't have an emergency, impress on them the risks and costs of indecision.



Prompts

- You mentioned you were challenged with [insert a few of the challenges/pains they described]. How quickly do you want those resolved?
- What do you think [insert pain] is costing you in time and other resources?
- Is there anything on the horizon that would benefit from having [insert pain] resolved in advance?



General context:

60% of deals are lost because of the customer's decision to do nothing and stick with the status quo. This represents a key opportunity for you to communicate tangible and intangible value of making a purchasing decision.



Tips:

- Tie the timeline to buy with some of the insights uncovered with the probing questions addressed earlier in the call.
- If the customer does not communicate urgency, create urgency with quantifiable costs of inaction.



Top takeaway:

Create urgency to drive decision making and build a clear ROI for your solution to demonstrate what the risk of inaction means for the customer's bottom line.

Understand your competition

Introduction

Alignment

Exploration

Recap

Follow up



Goal

Learn who else the customer is considering to help solve their most pressing business challenges.



Prompt

“Are you currently talking to anyone else?”

If yes...

- Tell me more about that.
- What do you like about their solution?
- Is there anything you felt it was missing?
- Have they provided you with a proposal?

If no...

If you are considering other solution providers, I would be grateful for the opportunity to connect again before you make a final decision.



General context:

It is common for customers to “shop around” with solution providers who sell the ability to solve the same business challenges you can address. Use this touchpoint to uncover pain points the customer might not have yet mentioned, so that your offer can be better than the rest.



Tips:

- Don’t assume that the customer won’t disclose details about your competition.
- Don’t probe into the solution just to compare offers apples-to-apples; your offer will be better than your competitors.



Top takeaway:

The goal of the discovery call isn’t to convince the customer that your solution is the only offer that can address their business challenges; the goal is to convince them that your solution is the best offer for solving the biggest challenges.

Recap the conversation to ensure understanding

Introduction

Alignment

Exploration

Recap

Follow up



Goal

Demonstrate that you are listening to the customer's needs by recapping what they've told you and reflecting it back to them. This gives them the opportunity to share more details as you go over each item.



Prompt

"So, before we wrap this call up, I'd like to just recap everything we discussed today to make sure I didn't miss anything. Please feel free to jump in and clarify anything."

- Current situation
- Current challenges/pains
- Their desired outcomes
- Recap the buying process
- Next steps (action items for you, action items for the prospect)



General context:

The recap serves a few purposes:

1. It helps organize all the insight you gained during the discovery call.
2. It helps reinforce the solution's value in solving the customer's most urgent business challenges.
3. It justifies the request for moving the buying process forward.



Tips:

- Frame recaps with the phrase "I heard you say..." and end with "Does that accurately represent what you shared with me?"
- Use this moment in the discovery call to lock in trust and rapport by showing evidence of active listening.



Top takeaway:

Do not recite verbatim what the customer told you. Rather, build a narrative in your recap that can make the next steps self-obvious actions.

Schedule the follow-up actions

Introduction

Alignment

Exploration

Recap

Follow up



Goal

Ensure the right people are at the meeting. You may only get one chance with this customer. Make sure you do everything possible to get the decision-makers at this meeting.



Prompt

“Based on what we’ve discussed, the [insert their pain/challenge 1, 2, and 3] are areas we may be able to help you solve.

As the next action, I’d suggest a meeting with your team: you, [insert decision-maker 1, decision-maker 2, etc.]. Is there a day and time we could all get together to discuss your priorities?”



General context:

How you close a discovery call is equally as important as how you open it. Make sure you establish a clear timeline for next steps with the customer. Factor in key learnings from the call to determine the right level of follow-up.



Tips:

- Always ask the customer if there are additional decision-makers to be included in future touchpoints.
- Sometimes a meeting might not be the immediate next action. Listen to the customer, especially if they mention any internal priorities or external factors that could influence the buying decision.



Top takeaway:

Take advantage of having your customer on the line to close out any gaps in your understanding of key stakeholders and factors that impact purchasing decisions.

Housekeeping and internal follow-up

Introduction

Alignment

Exploration

Recap

Follow up



Goal

Follow a post-call checklist to ensure everything is documented properly in your CRM. Provide promised collateral and resources to the customer to further educate them.

Guidance

- Add notes into CRM and update status.
- Schedule next activities in CRM.
- Send any materials or resources discussed in the call.



Tips:

- Create a standard checklist template to leverage for discovery calls so you don't miss any important details.
- Aim to update the opportunity record tied to this discovery call either same-day or the following day while everything is still fresh in your mind.
- Set reminders for yourself to act on any established follow-up items in the timeframe agreed upon with the customer. You can use a task list that allows time-and-date specific reminders or add a block to your calendar when the action is required.