

# Dialing for dollars—How to make your phone work harder

## Telemarketing script for the HP ProLiant 100 series family of servers



Telemarketing can be a powerful, effective way to reach your SMB customers with news about the HP ProLiant 100 series family of servers—and how they can help a growing business grow even faster.

This script was written to help you get the most from your telemarketing calls. But no script can anticipate every twist and turn of every conversation. So just remember that you're trying to build awareness and develop a relationship, not close a sale. In other words, be helpful. And be yourself.

### Telemarketing script

#### Opening

Good morning, (*Mr., Ms., Dr., etc.*). I'm calling from (*your company's name*) to let you know about a new IT infrastructure solution from HP—one that's designed from the ground up for growing businesses the size of yours. It's the HP ProLiant 100 series—a family of servers that are simple, affordable, and reliable. Do you have a moment to talk?

It makes a lot of sense to think about servers for your business. That's because servers are an excellent way to increase productivity and lower costs—and that can help you get the most out of your existing IT investment. Servers can also give you the flexibility to add enhanced networking along with security features such as additional backup and disaster recovery.

#### Tip

**Keep your opening friendly without a hard-sell approach. If you can, refer to some problem the customer might have mentioned to you previously. Explain that you might have an answer for them.**

#### Offer important facts

As you probably know, HP ProLiant is the number one brand of servers in the world—(pretty much) the standard at most large companies and global enterprises. What makes the HP ProLiant 100 series so right for a business like yours is the combination of three things: simplicity, reliability, and affordability.

#### Do you have a large IT staff?

**If “No,” continue with:** Then simplicity and affordability can be especially important.

**If “Yes,” continue with:** Even so, simplicity can be very important because it saves staff time and expenses.

HP ProLiant 100 series servers are simple in several ways. For one, they're simple to deploy. That is, setup is very easy and extremely quick. Just as important, you won't have problems migrating or upgrading your most important business apps.

ProLiant 100 series servers are also simple to work with. HP's exclusive Lights-Out Management for the 100 series gives you simple access and monitoring that increases productivity and saves you time. In other words, you don't have to be a technology expert to get the most from HP ProLiant 100 series servers.

#### Tip

**As you move through your presentation, try to add questions that will keep your listener involved. Make a statement, ask a question, acknowledge the answer, and respond—then continue.**

And simple means HP ProLiant 100 series servers are easy to buy. With their customizable options, you can get the features and functions you actually need. And as you expand, you can easily expand your servers' capabilities to match.

I assume you expect your IT needs to change as your business grows, right?

**The answer will probably be "yes," so continue with:** Then you'll be glad to know the HP ProLiant 100 series gives you plenty of headroom. As your business grows and needs change, pluggable components make it quick and easy to upgrade your server's capabilities.

I mentioned "reliability" earlier. That's not a generic claim—with HP ProLiant 100 series servers, reliability means something very specific. The complete family of 100 series servers is built on industry-standard technology—proven across thousands and thousands of deployments. Adding to their reliability, HP's exclusive Lights-Out Management gives you simple access for effective administration and maintenance.

Just as important, "reliability" means HP's world-class service and support. You'll have HP's knowledge at your fingertips with easy access to all their expertise.

I said HP ProLiant 100 series servers are affordable. Of course that means the base prices are extremely competitive. But affordable also means ProLiant 100 series servers offer you unparalleled computing value with robust functionality and remarkable operating efficiencies.

And just as important, "affordable" includes HP's complete financial services available to a business like yours.

By the way, are you considering your first server—or do you already have one or two?

**IF THE ANSWER IS, "We already have a server (or servers)," GO TO PARAGRAPHS BELOW.**

**IF THE ANSWER IS, "This would be our first server," RESPOND WITH:** Running your business from a stressed and overworked PC can cause problems. As your business grows, you'll eventually need more robust applications and more hard drives. That's why it makes sense to start thinking about adding a server now.

For your first server, I suggest you consider one of the HP ProLiant tower models. The HP ProLiant ML110 G5 and ML115 G5 are the lowest-priced single-processor server you can buy—making them ideal for a small office or remote locations.

If you need the extra speed and capacity of a dual processor, the HP ProLiant ML150 G5 is the lowest-priced dual-processor server available.

**IF THE ANSWER IS, "We already have a server (or servers)," RESPOND WITH:** If you've grown to the point where you need more hard drives and the ability to handle more robust applications, I suggest you look at one of the HP ProLiant rack-mounted servers.

Rack-mounted servers have several advantages. For one thing, HP ProLiant rack-mounted servers let you add or replace server drives on the fly. That means you won't have to take critical applications offline when you expand your computing capabilities to meet expanding needs.

And if you have space constraints or you're concerned about cable sprawl, the slim, compact ProLiant rack-mounted servers are a perfect fit.

HP ProLiant DL160 G5 and DL165 G5 rack-mount servers are affordable, dual-processor capable, energy-efficient, and highly dense—making them ideal for infrastructure, file/print, and Web-serving environments. They're easy to buy, easy to use, and easy to expand as your business grows.

If you've grown to the point where you need even more punch, the HP ProLiant DL180 and DL185 G5 are the flexible, high-capacity powerhouses of the ProLiant 100 family. They give you everything you need in one server, including up to 105 terabytes of storage and remote management capabilities. They're also very affordable—making them ideal for mid-sized mail messaging and server-based computing.

## Summing up

I hope I've been helpful and given you some important information about the newest members of the award-winning HP ProLiant family of servers. Like all ProLiant servers, the ProLiant 100 series is easy to customize, easy to configure, and easy to manage.

In short, the new HP ProLiant 100 series is simple, affordable, and reliable—the ideal servers for a growing business.

**Finally, ask if you can answer any questions.**

## How to handle objections

### **We're not big enough for servers.**

- Ask how many PCs and notebooks they have. Then talk about making each of them more productive.
- Re-state that the HP ProLiant 100 family was designed from the ground up for companies their size.
- Ask if their company has offsite sales or other personnel. Talk about the advantages for these people of accessing vital company data via servers.
- Mention that servers can enhance security and networking capabilities.
- Point out that servers position the company for growth by providing expanded computing and storage capabilities.

### **I'm afraid servers will cost too much for us.**

- Mention that the HP ProLiant 100 series is priced for companies their size. Did you know that the ProLiant 100 series servers start as low as [\(insert your price here\)](#)?
- Point out servers make their existing IT investment more productive.
- Mention that servers give employees access to a central source of vital company data they can use in sales calls, making estimates, etc.—all of which can substantially build employee productivity.
- Talk about cost-savvy technology.
- Point out ongoing cost savings by using servers for storage and enhanced computing power.
- Discuss available HP financing options.

### **We don't have a sophisticated IT staff. These servers will probably be too complex for us.**

- Point out that HP ProLiant 100 series servers are built on familiar, industry-standard technology for simple, worry-free performance.
- Mention that users can continue to use the familiar business software they rely on.
- Talk about HP Lights-Out Management that saves time and makes access simple.
- ProLiant products come with many helpful tools and plenty of clear documentation.

## Tip

**Very few presentations come off without at least one customer objection. That's okay. The important thing is to handle them with concern for the customer's worries. Objections are best handled by paraphrasing what the customer said, then answering the question as best you can. Finally, you could close with a recommendation or suggest a consultation.**

- Remind them that HP and their Channel Partner are partners they can trust—providing easy access to a huge reservoir of knowledge and expertise.

### Wrapping it all up.

Your wrap-up should confirm all the understandings and agreements reached during the call.

If you haven't already done so, this is a good time to ask for an opportunity to give a demonstration—or ask to send additional information, including a brochure on the ProLiant 100 series family.

Verify names, addresses, phone numbers, Web address. Make sure the customer knows what to expect—and what will happen next.

Suggest they visit one of the following urls for more information: [www.hp.com/go/proliant100](http://www.hp.com/go/proliant100) or (insert partner url here)

For more information, please go to [www.hp.com/go/proliant100](http://www.hp.com/go/proliant100) or [www.yoururl.com](http://www.yoururl.com)

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