



Interview findings/conclusions

Solutions being evaluated

- SAN

Challenge(s)

- Enabling DevOps with agile and scalable storage
- On-going storage management is difficult and/or time consuming
- Supporting storage infrastructure modernization (i.e. NVMe-oF)
- Too many isolated storage systems to manage

Desired outcome(s)

- Refresh end of life/legacy storage
- Simplified management of unstructured data
- Automatically tiered/replicated storage (i.e. to the cloud)

Vendor(s) being considered

- Dell EMC
- Hitachi Vantara
- NetApp

Budget Stage

- Building a business case

What to say in your outreach

How to use:

This prospect has directly confirmed a(n) SAN project and provided details to help inform your discovery conversations. Note that the prospect is not expecting to hear from you.

Email template:

Subject: Tips for achieving [refer to desired outcome]

Hi John,

We've been working closely with companies similar to MEDICAL MUTUAL to help address [refer to challenge] and achieve [refer to desired outcome]. I'd love to share feedback on why [reference an existing customer name] chose us for [refer to technology topic].

Will only take 15 minutes of your time, reply with 3 meeting times that work and I'll send an invite right away.

Thanks, Your Signature

Account Details

MEDICAL MUTUAL

Insider who told us about this project

John Smith

Senior Architect - Storage Systems

john.smith@company.com

(123) 456-789 (Direct)

<https://www.linkedin.com/in/john-smith-abc123456>

Role in purchase

Technical decision maker

Project Location

2060 E 9th St

Cleveland, OH 44115

United States

(555) 867-5309

<http://www.medmutual.com>

Industry: Insurance

Company Size: 1,001-5,000

Timeframe to Purchase

within next 12 months

How to engage & schedule the appointment

- Leverage the interview findings to personalize outreach to the needs of the buyer
- In every touch, explain how your solution addresses their challenges
- Execute a consistent cadence with email, phone & social outreach spanning 4 - 6 weeks
- Reference a customer success to differentiate your solution
- Don't waste time re-qualifying, focus on scheduling the meeting

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