**WhatsUp Gold – Call Script**

* Hello [customer], thanks for taking my call today!
* I’m calling today because I’d like to introduce you to a new product from one of our preferred vendors, Progress Software
* The solution is called WhatsUp Gold – an IT infrastructure monitoring solution
* Before we get started, I’d like to ask you a few questions to help guide our discussion:
  + How are you proactively monitoring your network today?

*(Note: Your customer will probably reply with one of the three responses below)*

* Do you have an IT infrastructure monitoring solution in place today? (Yes/No)
  + - * If no solution, ask the following question:
        1. Are you finding yourself getting calls from your users about network issues that you were unaware of?
      * If yes, ask the following question
        1. Would you like a solution that informs you before your users?
* Do you have another software solution in place? (Yes/No)
  + - * If yes, ask the following questions:
        1. What would you need, want, or love to have in a network management and monitoring solution that you don’t have today?
* At this point, ask if they’d like to have a joint discovery call with me and my WhatsUp Gold sales counterpart.

**WhatsUp Gold – Email Script**

Hi <<insert name>>,

Hope everything is going well!

I’m reaching out today to introduce you to a new product from Progress Software, one of our preferred vendors.

How are you proactively monitoring your network today? WhatsUp Gold provides complete visibility to the status and performance of network devices, applications, and servers in the cloud or on-premises. Whether you have no current solution, outsource services, or have another software solution in place, WhatsUp Gold benefits include:

* Find and fix problems before your users are impacted
* Assure bandwidth is optimized for critical apps and services
* Automate discovery, mapping, inventory and reporting
* Monitor and alert on wired and wireless devices and cloud resources

Please reach out to schedule a discovery call and learn more about what WhatsUp Gold can do for your business.

Thanks,

<<insert name>>