

Priority Account profiles:

500-10,000 employee companies in any industry (usually 20% of their devices are Apple)
Or 50-5000 employee companies in an Apple dominated industries (creative, tech, education)

Positioning Statements:

#1 Now that everyone is working from home, IT departments have been scrambling to manage, monitor and support all their users, especially those using Apple devices.

#2 As more users work from home and Millennials keep requesting to use Apple devices, IT departments have been facing unique challenges when trying to support everyone equally.

#3 If you ask most IT Administrators, they will tell you they don't have any Apple devices in their environment. Until you ask them what types of devices their executive team use. Now more than ever, IT teams need a tool to keep those devices safe and secure.

Cold Call Script – Don't follow this verbatim – Please use your own words

Introduction:

This is XXXX from XXXX,
(pause)

Talk about their company:

I noticed you focus in XXXX or
You have been working in XXXX for XXXX.
(Wait for prospect's response, and reply)

Positioning statement:

I work with IT Administrators in [industry] with [X team structure/goals]. My customers are typically looking to secure and manage their Apple devices for use at work. Have you had trouble managing your employees Apple devices in the office or at home?
(Prospect responds)

Tell me more about that.

(Prospect talks about their pain points)

So, what I'm hearing is ...

(Repeat their pain points and offer to set up a discovery call)

Schedule a discovery call:

(Prospect agrees to a discovery call and offers meeting times)

How about tomorrow?

Qualification Questions

- How many Apple devices are there in your environment: MacOS, iOS (needs to be more than 50)
- Who is using the Apple Devices: (so we can determine if its the C suite, so there is a sense of urgency to get them managed and secured by IT)
- What features do you foresee needing and using the most and what do you use for support ticketing? (probably going to say filevault encryption and remote control/monitoring of employee devices, we do that very well!)
- Is there a timeline for wanting device management implemented or a meaningful event that is driving the need for device management?
- How familiar are you with the Apple Ecosystem?
- When does your fiscal year start and will that affect your budget for this project?
- How does your team like to receive training and do you foresee needing help from a consultant?
- Have you achieved 0 touch deployment of devices? (using Business or School Manager via Apple)

Sales Landmines - (topics that drive the conversation in favorable directions)

- Cloud/SaaS VS hosted/on prem. If they aren't using a SaaS solution for Apple device mgmt, why is that?
- If they lose an administrator, how hard is it to find someone qualified or train someone to use their existing tools?
- Our platform requires very little training to use and doesn't need to be built and maintained from the ground up. Enterprise scripts, software and functionality are available right away.
- Are you using your current MDM to its fullest extent, or would a comparable tool at a lower price point work just as well?