



How to talk so your customers will listen

While power protection is undeniably an essential aspect to any successful uptime strategy, sometimes it can be challenging to communicate its importance to customers. The bottom line is, Eaton® solutions help to prevent downtime, safeguard critical systems and reduce costs – not to mention, provide a great way for you to increase revenue! With that in mind, we've compiled some tips to help you broach the subject, address customers' key concerns and overcome potential objectives.



How to frame the discussion

When discussing power protection and management with your customers, consider the following approaches:

First, power it down a bit.

While it may seem counterintuitive, avoid leading with a discussion on power. Instead, try a soft-sell approach with general open-ended questions, such as:

- What types of projects are you working on right now?
- Where is your budget being implemented?
- What projects are coming down the pipeline?

Help your customer tailor a solution to management.

Many IT professionals understand the need for a comprehensive power management solution, but may struggle with the best approach to convince budgetary decision-makers. You can help by asking:

- How are you protecting your sensitive electronic equipment against power anomalies today?
- Can I assist you with developing a plan, providing a design or determining a budget?
- What is your business continuity and [disaster recovery plan](#)?

Focus on business continuity.

Eaton solutions are designed to help customers eliminate some of the [greatest risks to business continuity](#). Find out how prepared they are by inquiring:

- What would happen if there was a power outage at your facility today?
- How are you safeguarding against threats like malware and other forms of cybercrime?
- What does your next 18 months look like from an applications growth strategy? Where will those applications live?



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Conversation starters

One of the most natural ways to get the power conversation flowing is to highlight how a solid protection strategy can be instrumental in solving some of your customers' greatest challenges, including the ability to:

Reduce capital expenses.

By automatically and gracefully powering down non-critical systems, Eaton Intelligent Power Manager (IPM) keeps Tier 1 applications up and running during an outage – eliminating the need to purchase extended battery modules for increased runtime. In addition, Eaton ENERGY STAR-qualified UPSs also help customers slash electrical consumption.

Mitigate business continuity threats.

By increasing system uptime and helping to prevent data loss and hardware crashes, Eaton UPSs provide an optimal approach to ensure business continuity. Consider offering to [perform a power audit](#) or walk through their facility. And even if the majority of your customer's services reside in the cloud, they still need a UPS at their firewall and on core switches.

Enhance Cybersecurity.

Not only is cybersecurity at the core of Eaton's "secure by design" philosophy, it is embedded in all of our Intelligent Power products and platforms. Furthermore, in the wake of skyrocketing ransomware incidents, customers are now relying on IPM to initiate an air gap to help ensure business continuity and disaster recovery initiatives.



Share success stories

Persuasive conversations can often be more productive when concrete examples of previous success are referenced. Eaton has a growing library of [partner and customer success stories](#) that can help you provide evidence of positive ROI.



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How to handle objections

Sometimes customers just need a slightly different way to think about power protection. Consider the following common oppositions – we bet you’ve heard them a time or two! – and some possible responses to counter them:

Their Objection	Your Response
I already have a UPS.	<p>How efficient is your existing system? Most older models operate around 80%, yet newer UPSs can achieve 95% of more, reducing energy consumption and costs.</p> <p>When did you last change/inspect the batteries? Batteries on most UPSs need to be replaced after three years.</p> <p>Does your existing UPS support your IT growth? Do you have enough capacity and/or runtime to accommodate new IT equipment or future plans?</p>
I can't afford a UPS.	<p>Have you considered the cost of downtime? Dirty power and outages can yield devastating and expensive consequences, including data loss and corruption; lost productivity; hardware damage; and even damage to reputation. Have you considered the price tag required to get your business back up and running after a power outage? Review the Downtime Calculator to get a better idea of how much downtime really costs.</p>
Configuring a UPS/PDU is too hard.	<p>Eaton can help! From convenient, online selector tools to a highly trained customer support team, Eaton is available to assist with all of your pre- and post-sale concerns and questions.</p>

For more information, please contact:



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