HP Server and Oracle Database Solutions
Qualification Questions for Sales or Telemarketing

Typical Titles:
IT or Line-of-Business Professionals

This script is designed to obtain Conditional, Complaint and Consequence profile information from an Influencer, Complainer or Decision Maker about their company and IT environment, as well as motivate prospects to learn more about HP and Oracle solutions

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SCRIPT OPENING:
Hi [Name], this is [Name] with [Company]. We're an Elite Reseller for HP and I was hoping you wouldn't mind taking five minutes to answer a few survey questions. Are you the right person in IT to talk to about your server and database requirements?
[YES]: Great, (ask question one below)
[NO]: Could you direct me to the right person?

Company Name:	
Salutation:	
First Name:	
Last Name:	
Title:	
Address:	
City:	
State:	
Zip:	
Phone:	
Fax:	
Mobile:	
E-Mail Address:	
Company URL:	
Industry:	Financial
Company Size:	

	Pre-Qualification Questions	Details / Comments	Prospect's Answer	Points
Conditions	Is this firm an SMB or SME with 100 to 10,000 employees?		Y	5
	Is this the right person to talk to about servers and/or database requirements?		Y	5
	Have you verified the prospect's contact information?		Y	5

	Qualification Questions	Details / Comments	Prospect's Answer	Points
	Does your firm have a need to provide employees with unified access to accurate data? (Y/N)		Y	10
	Have you reached the limitations of your database for analytics, BI, decision-making, etc.? (%)		50%	10
	Are your current database servers in need of refresh to support planned growth? (Y/N)		Y	10
	Are you concerned that your current database can't scale to meet future needs? (Y/N)		Y	10
Complaints	Are you experiencing reliability, availability or performance issues with your servers or database? (Y/N)		Y	10
	Do you need better manageability to reduce server or database costs, vendors or complexity? (Y/N)		Y	10
	Are you concerned that a new database will overrun your current server performance? (Y/N)		Y	10
Consequences	Have you calculated your revenue or productivity costs due to inadequate servers or database? (Y/N)		Y	10
	Would your company incur significant costs if you had extended server or database downtime? (Y/N)		Y	10
Closing	Are you planning to add or replace any servers or your database in the next 12 months? (Y/N)		Y	10
	Would you be interested in talking briefly with a technical expert to see if you can save 30 to 90% on your server or database costs? (Y/N)		Y	10
	(If Yes) We have an open time on [day] at [time] or [day] at [time], which works best for you?		3/1/11 10AM	20
	(If not interested now) Would you be interested in discussing this next quarter? (Y/N)			10
	(If no) Would you be interested in receiving information about HP servers or Oracle databases? (Y/N)			10
			TOTAL POINTS:	165

NOTES:

Qualification Status: A

SCRIPT CLOSING:
Closing statement. If there was an affordable, easy way to dramatically improve your server and database performance and capabilities while lowering your IT risks, costs and complexities, would that benefit you? [Answer]. When you speak with our technical experts, they will show you how HP's server solutions, combined with Oracle's database solutions are your best choices lower costs and improve productivity. Thank you for taking the time to answer these questions.

HP/Oracle: End-User Business Case Development Questions Matrix

Focus Area	Prospect Development >>> Primary Contact: Influencer — Conditions: Qualify Environment / Prospect	Primary Contact: Complainer — Concerns: Identify Issues & Needs	Primary Contact: Decision Maker — Consequences: Financial & Business Risks	Primary Contact: Decision Maker — Closing: Open Door to a Proposal
Business	Does your firm have a need to provide employees with unified access to accurate data?	Are there any issues with your database and server solutions related to these areas?	How much does it cost you in lost productivity or revenue not to have this capability?	Would you be interested in attaining unified, company-wide user access to accurate data while actually saving money?
	Have you reached the limitations of your database for analytics, BI, decision-making, etc.?	What concerns do you have about meeting future growth and requirements in these areas?	Are you aware of what it might be costing you to stay with the status quo vs. upgrading your server and database infrastructure?	Would it help if you could take advantage of improved business decision-making tools?
	Do you have current initiatives focused on improving IT ROI and TCO?	Is new application provisioning time an issue for your business customers?	Are you aware of the business costs associated with an application rollout delay of weeks or months?	Do you feel that moving to new servers and upgrading your database solution could lower costs and improve your time to market?
	Does your firm need to comply with any governance, risk or compliance (GRC) mandates?	Are you concerned about passing regulatory compliance audits with your current server and database solutions?	How much would it cost your firm if you failed a compliance audit?	Would it benefit you to be prepared to meet increasing/changing regulatory compliance requirements?
Infrastructure	Are your current database servers in need of refresh to support planned growth?	What problems might occur in your firm if you experience high growth that your server and database solutions can't handle?	Have you considered what it might cost in lost business opportunity if this were to occur?	Would it interest you to see how much moving to HP servers running Oracle database might improve capabilities while lowering costs?
	Are you planning on adding or replacing any database servers this year?	Are server, database or application performance inadequacies causing problems for you?	How much is it costing you in hard IT costs and wasted time to deal with these issues?	If you solve these issues by upgrading to new HP servers running Oracle database, while actually reducing TCO, would this interest you?
	Have you experienced extended server downtime in the last year?	Are you concerned about the potential of a future downtime incident?	Have you estimated how much downtime is costing your company?	What if you could drastically reduce downtime? Would that improve your bottom line?
	Are you planning to add or replace any servers or your database in the next 12 months?	Are you concerned that your current database can't scale to meet future needs?	Would your company incur significant costs if you had extended server or database downtime?	Would you be interested in talking briefly with a technical expert to see if you can save 30 to 90% on your server or database costs?
	Are you planning to add storage capacity in the next 12 months?	Are you experiencing any issues around manageability, consolidation or efficiency with your storage solution?	If you experienced business growth, would you encounter problems with a lack of adequate storage capacity?	What if you could add efficient, manageable and flexible storage capacity at an affordable price?
	What type of server and database solutions are you using today?	Are you experiencing reliability, availability or performance issues with your servers or database?	Have you calculated your revenue or productivity costs due to inadequate servers or database?	Would it benefit you to invest in a strategic database and server solution with scalability for business growth?
Database	What server and database management tools, are you currently using?	Are these management tools adequate to support growth and help you meet SLAs?	Are you aware of how much revenue it might be costing you to keep using inadequate database and server solutions?	Are you interested in learning how HP's servers running Oracle database could cut operation and administration costs and provide a stable infrastructure for a decade or more?
	Are you planning to upgrade Oracle database in the next 12 months?	Will increased use of Oracle require additional processing power to support future growth or upgrades?	What would the business impact be of slower database performance?	Are you interested in evaluating an HP solution that would provide superior database performance with a lower TCO?
	Are you running Oracle, SAP, ERP, or other mission critical applications?	Do you feel that current server or database solutions are inadequate to support your growth needs?	How much of your IT budget is slated to maintaining older servers or databases?	Are you interested in a TCO analysis that demonstrates the advantages of moving to Oracle running on HP?
	Do you keep Oracle database servers in production for five years or more?	Are support costs higher than you would like?	If you fail to better allocate those resources, what will that cost you this year?	Would you be interested in learning how HP could reduce your support costs by 95%?
	Are you planning on replacing or upgrading your current database this year?	Are you concerned that a new database will overrun your current server performance?	What might it cost your firm if your new database ran slow due to inadequate server performance?	What if you could affordably have high server availability, reliability and performance while minimizing support costs?