



***Progress Masters Series***  
***15 Minute Webinars***  
***Hosted by your Ipswitch***  
***Masters***

# The Summer Series – No Homework!

Prospecting  
*Today*

Driving to Discovery  
*July*

Building Pipeline  
*August*

Final Exam  
*September*





# Housekeeping

# Prospecting into New Accounts – Best Practices

*Presented by:*

*Frank Metcalfe*

*Account Executive and WhatsUp Gold Master*



# Prospecting - Tips and Tricks



□ The Ideal Customer Profile - **Who are they?**

□ What do customers typically use **before buying** network monitoring?

□ Why do customers **BUY** WhatsUp Gold?



# More Prospecting Tips and Tricks

- ❑ What are key **qualifying questions** and key items to listen for in your conversations?
- ❑ Who are a few **competitors** of WhatsUp Gold?
- ❑ Tips and Tricks for prospecting that work for **me**



# Our Partnership – and How You Benefit

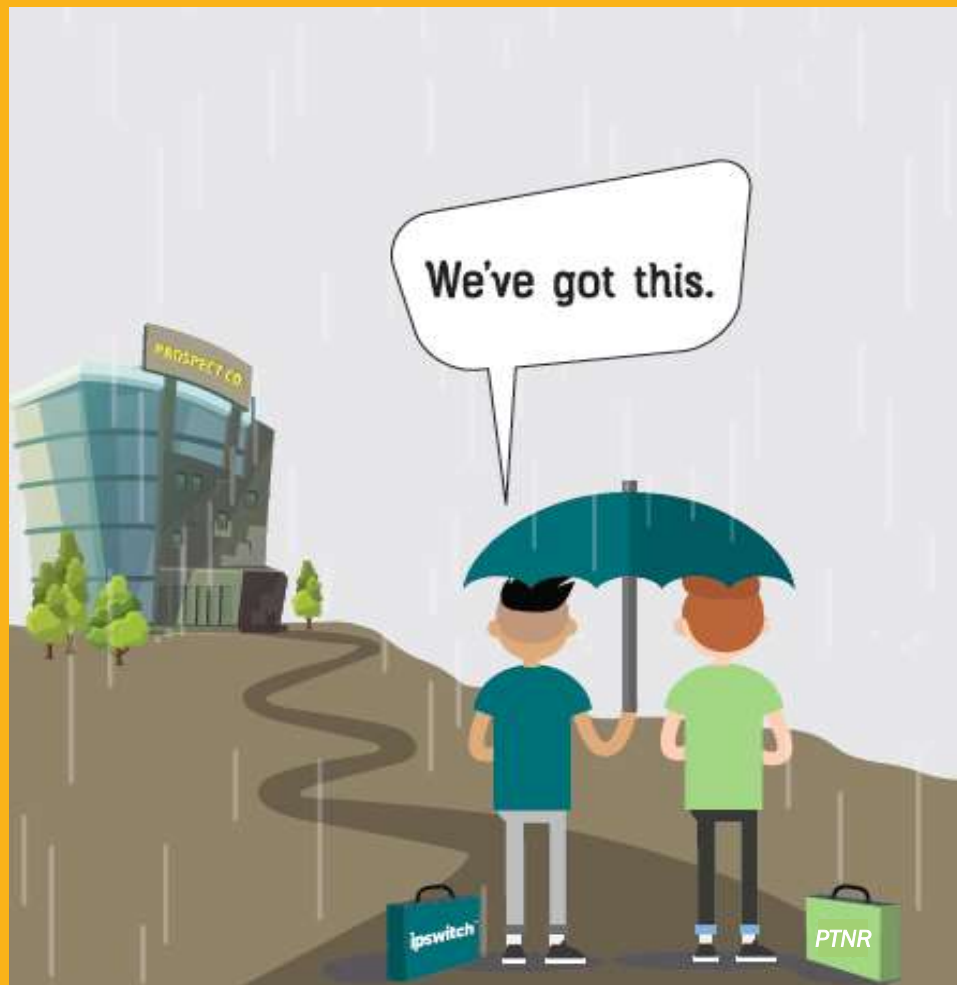
- ✓ *We sell with You – every deal we work together has a dedicated inside sales rep partnering with you to qualify and close an opportunity.*
- ✓ *You have full access to sales resources and technical resources for demonstrations and customer meetings.*
- ✓ *Every new opportunity you bring to Ipswitch gets you a 10%+ deal registration margin.*
- ✓ *Our commitment to you is to make our partnership profitable.*
- ✓ *You have two solutions to offer to your customers:*

**1. MOVEit® Secure File Transfer**

**2. WhatsUp Gold® Network Monitoring**



# Don't Go Out Alone!



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# ■ Q&A

# RAFFLE TIME!

