



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

# The Summer Series – No Homework!

Prospecting  
*complete*

Driving to Discovery  
*complete*

Building a Strong and Qualified Pipeline  
*Today*

Final Exam  
*September*





# Housekeeping

# Building a Strong and Qualified Pipeline Best Practices

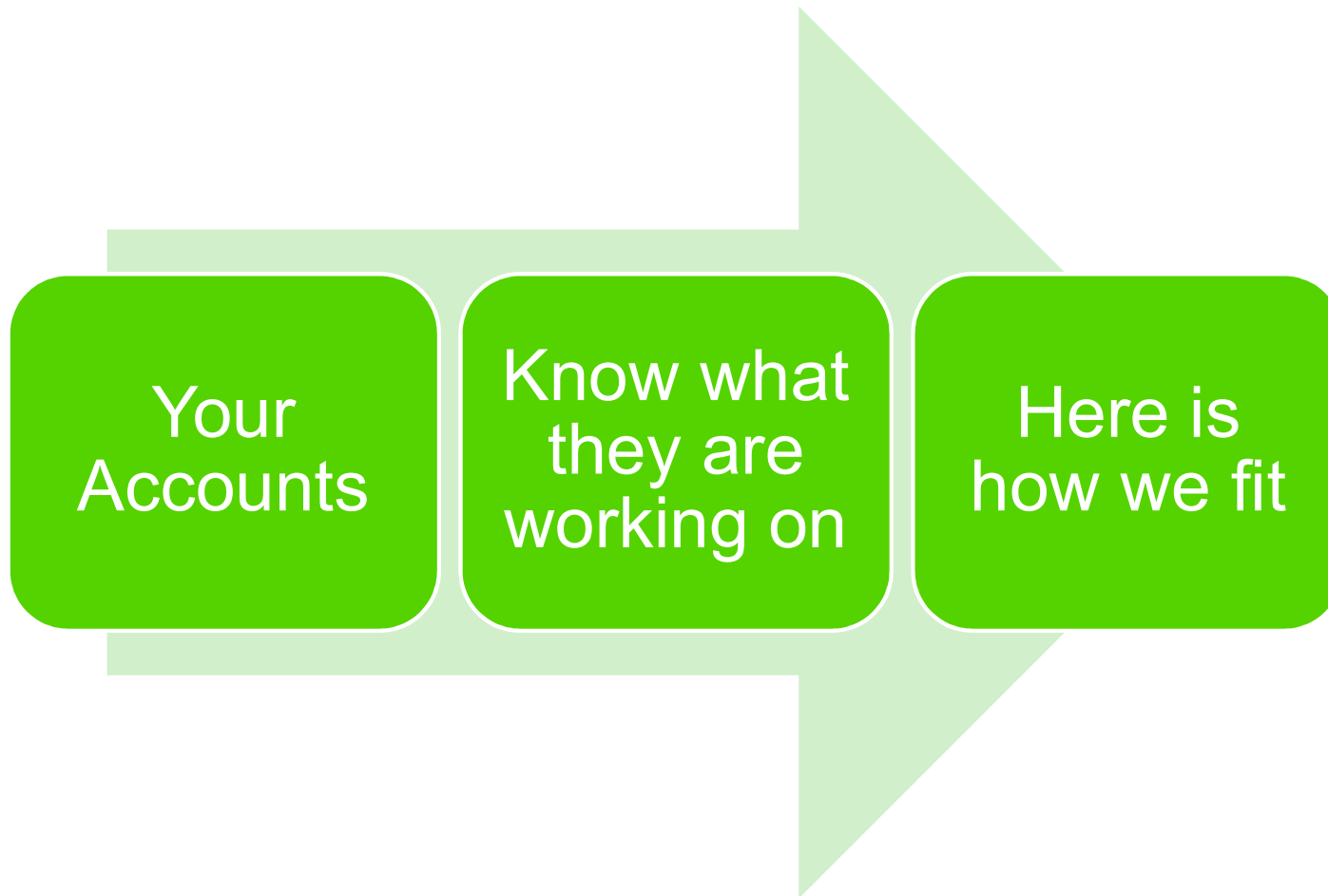
*Presented by:*

*Frank Metcalfe*

*Account Executive and WhatsUp Gold Master*



# Your Accounts – Your Clients



# Why Anything

This is the **Pain Point** and our ability to **understand**

## Sample Questions

- What are you trying to accomplish?
- How are you trying currently?
- What problems do you face today?
- What is causing the problem?



## Why Now

This helps us understand the **severity** of the **pain**

### Sample Questions

- When are you trying to accomplish this?
- What is the business impact?
- Are you losing business?
- Do you have a deadline to accomplish this?



# Why Ipswitch/Progress – WhatsUp Gold

This is how we **solve** the problem!

- Ideal Customer Profile
  - You found the **right** customer
  - You know your customers **projects**
  
- Firm future **commitment**/Next step





# Why work with us

Let's get excited!

□ Deal registration + Profit Margin

□ Key Performance Indicators



# 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 Progress 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**

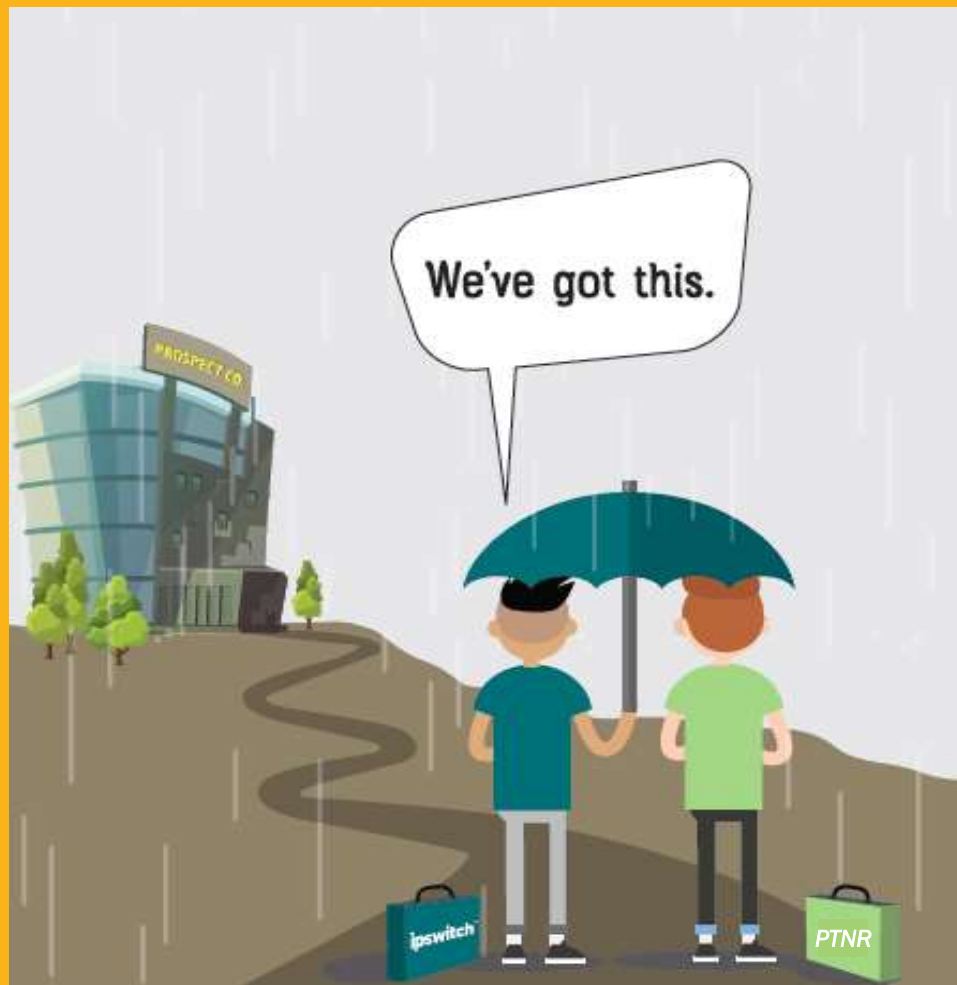


**AND NOW:**  
**Stay Tuned for the Next Episode:**  
***Asking for – and Getting – the Order***  
**September 5, 2019**



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# Don't Go Out Alone!



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# ■ Q&A

# RAFFLE TIME!

