

# The Decision-Maker E-mail To Sell Disaster Recovery To Existing Clients

Author: Robin Robins

Technology Marketing Toolkit, Inc.

[www.TechnologyMarketingToolkit.com](http://www.TechnologyMarketingToolkit.com)

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Campaign Instructions

1. **Use common sense**; if this campaign doesn’t make sense for a particular client, then don’t send it!
2. If you send this campaign out as a broadcast through an e-mail sending software, it’s important that it is formatted to look like a personal “one-to-one” communication. To that end, do NOT send this wrapped in an HTML banner and do NOT change the copy to sound more generic. Also, the greeting <<Name>> should be personalized with the person’s name.
3. I wrote these e-mails directing people to click on a link to get on your calendar. **IF YOU DO NOT HAVE AN ONLINE CALENDAR SET UP**, simply replace that with one of the following in the e-mail:   
     
   “Please reply and let me know what day and time this week works for you.”  
     
   *OR*  
     
   “I have availability on <<Date>> between X and Y, or <<Date>> in the <<morning>>. Please let me know which works for you.”
4. If you don’t want to meet in person with a client, you CAN offer to do a virtual conference using GoToMeeting or Zoom. This is entirely up to you and what you feel would be most appropriate for you and your client. You might choose to meet in person with a few key clients and use the virtual meeting for others.
5. If you don’t get a response, RESEND the SAME e-mail 2-3 days later, changing the subject line to “Second request…please respond,” and adding this opener:  
     
   “Hey <<Name,>> below is an important e-mail I sent last week; can you please read and respond? Thanks…”

*Subject Line:* IMPORTANT: please respond one way or the other

Hey <<First Name>>,

I know you are SUPER-busy, but I need you to take 2 minutes to read

this e-mail because it has to do with your data backup and our ability

to quickly and fully recover your data in the event of natural disaster

or ransomware attack.

Let me explain.

I recently conducted a deep review of your current backup system

and asked myself…

“If you called to tell me your server was damaged beyond repair,

OR that you had been hit with a ransomware attack and ALL of

your files were locked, corrupted and/or erased, how fast could

I get you back up and running again?”

Quite honestly, I didn’t like the answer, so I’d like to propose a

brief meeting to look at this and go over the following:

- Determine what data is critical to your organization so we can make

sure it IS being backed up.

- Look at putting a more robust, ransomware-proof backup

system in place that guards against the more sophisticated

attacks we are seeing today.

- Review what data you have, and where it is. We often find

critical data on laptops and other devices that is NOT being

backed up properly.

- What processes (like payroll or client-facing services) are critical

and CANNOT be down for an extended period of time?

- What is your tolerance for downtime in general? For example, how long

could you be without access to your server, files, e-mail, Internet

and other processes before it starts costing you real money?

- What’s the plan for a true disaster? What will you do if you and your

team can’t get into your office because of a fire, flood or natural

disaster?

The purpose of these questions (and others I have) is to use your answers

to map out a disaster recovery plan that YOU feel good about AND to make

sure you aren’t faced with any unpleasant surprises should a disaster

happen.

Here’s a link to my calendar so we can get something scheduled:

<<Insert Link>>

To be clear, I believe it’s my job as your IT consultant to make

sure you are fully aware of the risks and limitations of your current

backup and to help you choose a disaster recovery system and map out

a plan that fits your budget and priorities, and it’s VERY important that

we meet soon to address this issue.

Awaiting your response,

<<Your E-mail Signature>>