

Overcoming Sales Objections

OBJECTION	Backup isn't a top priority for us right now.
RESPONSE	Protecting your business from ransomware, accidental file deletions and insider threats isn't just an option anymore – it's essential. It's no longer a matter of if you'll lose data, but when. Investing in backup now avoids costly disruptions later.
OBJECTION	Microsoft/Google already handles my backups, why would I pay extra?
RESPONSE	Microsoft and Google provide basic data management but don't fully back up your data. They make it clear that backup is your responsibility. We are offering you a comprehensive backup solution with full recovery capabilities, going beyond what standard services provide.
OBJECTION	I don't have the budget for another IT expense.
RESPONSE	Think of backup like insurance for your data – it's a small monthly investment compared to the potentially devastating costs of data loss, downtime, or legal penalties. Dropsuite is affordable and easily scales to your business needs
OBJECTION	We've never had a data loss incident before, why do we need this now?
RESPONSE	Data loss is often sudden and unexpected. It only takes one cyber-attack, accidental deletion, or disgruntled employee to disrupt your business significantly. Proactively securing your data prevents costly surprises.
OBJECTION	We're too small; backup is unnecessary at our size.
RESPONSE	Small businesses often have fewer resources to recover from a data loss event, and attacks on small businesses are now a key target for cybercriminals. 82% of ransomware attacks targeted companies with less than 1000 employees, and 37% of these attacks impacted businesses with fewer than 100 employees. Dropsuite provides robust, cost-effective protection tailored specifically to small businesses, ensuring you're secure regardless of size.
OBJECTION	I'm concerned about my data security in cloud backups.
RESPONSE	Dropsuite ensures the highest level of data security, using advanced AES-256 encryption both in transit and at rest, with secure SSL/TLS connections. Your data is protected and complies with global security standards.
OBJECTION	This sounds complicated. We don't have time or resources to manage backup.
RESPONSE	Dropsuite is completely automated, requiring virtually no management from your end. It's designed specifically to save you time and resources, giving you peace of mind without added complexity.