



Overcoming Maintenance Objections

Learn + Apply + Extend = Results

Objections are hurdles your customers place in front of you during their renewal cycle to delay the renewal or, better yet, force you to negotiate on price or services. A skilled renewal rep knows how to use questioning techniques to probe for information and when to say nothing to get the information needed to advance the renewal and achieve results.

Overcoming Maintenance Objections arms customer-facing employees with the tools and skills to confidently handle typical objections and answer any questions customers may have. By leveraging the experience InfoMentis has gained helping over 60 global, enterprise software companies grow their maintenance businesses, we created an industry best practices-based offering, consisting of:

- **One year subscription to eLearning** modules covering the topic of objection handling
- **Sales aids containing your top 10** maintenance objections delivered with probing questions and talking points
- **Web-Based Instructor-Led Interactive Application Sessions** designed for participants to practice live and reinforce/extend the application of the skills covered in the eLearning

Choose Basic, Select or Premier based on your needs. Not sure which is the right fit for you? Email srabauer@infomentis.com or call 678.336.0420 and we'll have one of our experts call you back.

Results You Can Count On:

- Less discounting
- Shortened renewal cycle
- Reduced backlog
- Increased confidence
- Lower DSO

Most Common Customer Objections

- We hardly ever use support.
- No budget.
- Why do you charge more than your competitors?
- How can you justify increasing the cost of maintenance?
- We want to support it ourselves.
- We are having support issues.
- We want to pay on a time and materials basis.
- To reinstate, why do I have to pay back maintenance *PLUS* a whole year forward *PLUS* a penalty?
- Maintenance should start at our live date, not at contract execution.
- We are considering moving to another solution.

Overcoming Maintenance Objections

		Basic	Select	Premier	
Learn	eLearning	Software Maintenance	✓	✓	✓
		Objection Handling	✓	✓	✓
		Understanding Your Customer		✓	✓
		Call and Meeting Planning		✓	✓
		Value Messaging by Audience			✓
		Using High Yield Questions			✓
	Sales Aids	Top 10 Customer Maintenance Objections	✓	✓	✓
		Audience/Message Matrix		✓	✓
		Key Differentiators or Strengths		✓	✓
		Call/Meeting Plan		✓	✓
Your Company Benchmarked Against the Industry				✓	
Apply	Interactive, Web-Based Instructor-Led Session	1	1	2	
Extend	eLearning	Unlimited access for one year	✓	✓	✓
	Interactive, Web-Based Reinforcement Session		✓	✓	
	Optional	<i>Strategic Renewal Coaching</i>			



Select Participant Quotes:

"I felt that some of these skills learned could have helped in defending our position on a recent \$1M+ maintenance negotiation."

Global account manager

"I am walking away realizing that we were too easy on customers when it came to discounts and renewals."

Senior customer relations consultant

"This workshop was very helpful to assist in the renewal process and customer interaction."

EMEA maintenance renewal manager

"I feel much more prepared for customer meetings and phone calls concerning their maintenance renewal."

Senior maintenance renewal rep

"It was great! I had a negative feeling about maintenance before I came – but now feel positive about it."

Account manager

"This clearly increased our confidence in dealing with maintenance objections."

Maintenance product manager

Learn + Apply + Extend = Results

InfoMentis has helped technology companies of all sizes improve their renewal results and have packaged what we have learned as best practices into this program.

Participants will:

- **LEARN** the content via **self-paced eLearning** accompanied by **sales tools**, and then
- **APPLY** and **role play** the knowledge learned via **interactive, web-based instructor-led training**, and finally
- **EXTEND** the skills using a combination of **additional web-based instructor-led** sessions and **continuous access to the eLearning** modules



Additionally, we also offer **Renewal-Specific Strategic Coaching** for larger and/or strategic renewals:

- Complete account framework
- Set initial deal/renewal strategy
- Adjust strategy
- Prepare Call Plan
- Debrief post renewal

Deliverables:

- Sales aids:
 - Your Company's Top 10 Objections
 - Audience/Message Matrix (Select and Premier)
 - Key Differentiators or Strengths (Select and Premier)
 - Call Plan (Select and Premier)
 - Your Company Benchmarked Against the Industry (Premier)
- Web-based instructor-led interactive sessions to practice new skills
- eLearning licenses for continuous reference for length of agreement
- Renewal/Deal Coaching Framework (with coaching)



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InfoMentis
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About InfoMentis

InfoMentis is a global consulting and performance improvement company providing configurable programs that help our clients enable cultural change. We teach our clients how to more effectively attract and retain customers and help them to achieve bottom-line results. Our configurable courseware, e-Learning modules, web-based and on-premise instructor-led training, consulting services and collaborative productivity tools are designed to be adapted for role-based behavioral change for anyone in marketing, sales, services, support and management that have contact with their customers and prospects throughout the entire customer lifecycle.

Headquartered in Alpharetta, Georgia, InfoMentis has helped industry leaders around the world understand and embrace the value of determining predictable revenue streams. Through our unique offerings, they are able to recognize that an opportunity for growth is significant among organizations eager to differentiate. Founded in 1996, InfoMentis has provided performance improvement strategy, consulting and coaching to over 40,000 professionals in 66 countries over six continents.