Cuemby Sales Partners   Customer Service

Sales Playbook

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Introduction

This Sales Playbook is designed to equip Cuemby sales partners with the knowledge and strategies needed to effectively present Cuemby's solutions, address common objections, and close deals successfully. It provides key messaging, sales scripts, objection-handling techniques, and essential resources to help you confidently engage with potential customers.

Key Sales Messaging

Why Cuemby?

CUEMBY SIMPLIFIES DIGITAL TRANSFORMATION.

- Cuemby simplifies how businesses transform and innovate in today's digital world.
- We provide everything organizations need—from **infrastructure to expert services**—making advanced technology accessible and affordable.
- Our **products** reduce costs while improving security, letting you focus on what matters most: growing your business.
- We are your **complete partner** in turning digital challenges into growth opportunities, helping you build, manage, and optimize your technology with confidence.
- We make digital transformation simple and accessible, providing the **complete technology foundation** businesses need to innovate and grow.

Key Differentiators

1. **Extensive Software Infrastructure Expertise**: Cuemby has **extensive experience implementing large-scale software infrastructure solutions**, helping organizations modernize their technology landscape with scalable, secure, and resilient systems.
2. **Proven Track Record in Technical Due Diligence**: We have conducted **over 100 combined technical due diligence assessments** for companies going through merger and acquisition, giving us deep insight into common pain points and the proven solutions needed to turn them around.
3. **Trusted Partnerships with Leading Companies**: Cuemby works with **leading industry partners** such as **EdgeUno and Civo,** to deliver reliable solutions. Our

partnerships reinforce our credibility and demonstrate that we are an experienced consultancy with a strong track record of successful implementations.

4. **Deep Expertise in Cloud Native Technologies**: Our team has **extensive experience with cloud-native technologies**. Cuemby's founding team is **actively involved in the open-source community**, contributing to industry best practices and ensuring our solutions are cutting-edge and community-driven.

5. **Holistic Approach to Digital Transformation**: Unlike providers that focus solely on technology, Cuemby delivers a **comprehensive approach**. We not only offer **innovative products and platforms**, but also assist in **refining business processes** and **empowering the people** who enable successful digital transformation.

6. **Comprehensive Digital Transformation Support**: Cuemby provides a **complete technology foundation**, covering **infrastructure, automation, and AI-powered solutions** to support businesses at every stage of their transformation journey.

7. **Cost-Efficient & Portable Cloud Solutions**: With **no vendor lock-in**, **no data transfer fees**, and **competitive pricing**, Cuemby Cloud ensures cost efficiency while offering flexibility and scalability.

8. **Security & Compliance Readiness**: We are actively pursuing **key security certifications** while helping customers achieve compliance with local and international standards.

9. **Regional Availability & Data Sovereignty**: Cuemby Cloud ensures **regional compliance** with **localized hosting in LATAM** and other regions, meeting data sovereignty requirements.

10. **Bilingual & Local Support**: Cuemby provides **dedicated bilingual support** (English and Spanish), ensuring clear communication across regions.

11. **Industry Expertise & Recognition**: Cuemby's leadership is deeply rooted in the **Cloud Native and Open Source ecosystems**, bringing decades of experience and recognized thought leadership to every engagement.

How to Identify Potential Customers

Identifying the right customers is key to increasing success rates and reducing sales friction. Every company is a digital company in today's world and there is something we can offer.

Screening Sheet

You might wonder, "Is this company the right fit for Cuemby's solution?" Use **Potential Customer Screening Sheet** to assess whether a prospect is a qualified lead for Cuemby's solutions.

Key Pain Points and Cuemby Solutions

Below is a comprehensive list of common customer pain points and how Cuemby's products and services address them. Use this section to identify Cuemby's solutions based on the customer's needs, aligning pain points with specific offerings.

Pain Point	Cuemby Solutions
Rising cloud spend / need to optimize costs	**ElsaAI (coming soon)**: Provides proactive cloud cost optimization with actionable insights. **Cuemby Cloud**: Offers competitively priced infrastructure with no data transfer fees. **Managed Services**: Continuously monitors and adjusts resource usage to reduce unnecessary spend.
Lack of modernized infrastructure (scalability, reliability, security)	**Cuemby Cloud**: Delivers scalable, enterprise-grade cloud infrastructure. **Cuemby Platform**: Enables easy deployment and management of cloud-native applications. **Professional Services**: Assesses current infrastructure and implements modernization strategies.
Challenges with digital transformation and modernization	**Professional Services**: Creates tailored digital transformation roadmaps. **ElsaAI**: Identifies inefficiencies and automates modernization recommendations. **Squad Teams**: Provides specialized resources for rapid project execution.
Difficulty identifying what to improve for successful digital transformation	**ElsaAI**: Conducts automated technical audits for targeted improvements. **Professional Services**: Offers comprehensive assessments and process enhancements. **Cuemby Platform**: Provides insights for optimization.

Overwhelming complexity of cloud-native technologies	**Cuemby Platform**: Simplifies cloud-native operations with an intuitive interface. **Managed Services**: Provides ongoing expertise to navigate complex technology landscapes. **Training & Support Services**: Empowers teams to understand and manage solutions effectively.
Concerns over data sovereignty and regional compliance	**Cuemby Cloud**: Offers regional hosting in LATAM to meet data sovereignty requirements. **Professional Services**: Advises on compliance best practices and architecture design. **Managed Services**: Ensures continued compliance through monitoring and support.
Limited internal technical expertise	**Managed Services**: Provides fractional CTO support and specialized technical resources. **Squad Teams**: Supplies dedicated technical teams to fill skill gaps. **Training & Support Services**: Offers comprehensive resources to upskill internal teams.
Need for faster project execution and agility	**Squad Teams**: Deploys agile, project-based teams for rapid delivery. **Cuemby Platform**: Streamlines deployment processes to reduce time-to-market. **Professional Services**: Provides immediate consulting to accelerate project timelines.
Security and compliance concerns	**Professional Services**: Conducts security and compliance audits. **Cuemby Platform & Cloud**: Built-in enterprise-grade security features. **Managed Services**: Continuous security monitoring and compliance management.
Hybrid and multi-cloud complexity	**Cuemby Cloud**: Supports hybrid and multi-cloud strategies for seamless integration. **Cuemby Platform**: Centralized management of diverse cloud environments. **Professional Services**: Develops customized hybrid cloud architectures.

Lack of continuous support and guidance	**Managed Services**: Provides end-to-end operational support and strategy alignment. **Support Services**: Offers multi-tiered support to ensure responsiveness. **Professional Services**: Delivers long-term advisory for evolving business needs.
Difficulty adapting to technological changes	**Training & Support Services**: Helps teams stay current with evolving technologies. **ElsaAI**: Recommends technology updates and modern solutions. **Professional Services**: Guides organizational change management processes.

This table is designed to help partners quickly map customer pain points to Cuemby's solutions, ensuring relevant offerings are positioned during sales conversations.

Identifying Needs

Understanding a potential customer's **pain points, challenges, goals, and priorities** is critical to tailoring Cuemby's offerings. This section provides a **framework** to guide your discovery process, ensuring you gather the right information to position solutions effectively.

*Remember: Customers may not fully understand their own needs. Your role is to **listen actively**, ask insightful questions, and guide them toward identifying their challenges and opportunities.*

How to Use This Framework

- Begin by **building rapport** (see *Sales Script & Talking Points* section for examples).
- Use this section to **prepare for discovery calls** or **structure conversations** during the early sales stages.
- **Prioritize understanding business challenges first**, then explore technical and financial details.
- Reference the **Cuemby Lead Qualification Sheet** for a structured questionnaire.
- For real-world conversation examples, **see the 'Sales Script & Talking Points' section**.

Discovery Framework

1. Business Challenges & Pain Points

Start by understanding the customer's overarching business issues.

- What specific business problems are you trying to solve?
- Are you experiencing challenges with:
  - Scalability, reliability, or system performance?
  - Security vulnerabilities or compliance issues?
  - High operational costs or inefficiencies?
  - Cloud migration, modernization, or digital transformation?
  - Vendor lock-in or lack of transparency in costs?
- How are these challenges impacting your day-to-day operations or long-term goals?

2. Current Technology Stack & Infrastructure

Identify the customer's current technology landscape to understand compatibility and gaps.

- Which cloud providers are you using? *(Public cloud, private cloud, hybrid, multi-cloud?)*
- Are you running any on-premise infrastructure? Planning to migrate?
- What technology stack (languages, frameworks, platforms) do you use?
- Do you require solutions for high availability, scalability, or container orchestration?
- How are you currently handling DevOps, automation, and monitoring?

3. Budget & Cost Considerations

Financial understanding ensures you propose solutions that align with their spending capacity.

- What is your current monthly or yearly cloud spend?
- Are you looking for cost optimization or more predictable pricing models?

- Is budget approval already in place, or is it still under consideration?
- Would you like to explore trial periods or assessments before committing?

4. Compliance & Security Needs

Regulatory requirements can significantly influence solution choice—clarify them early.

- Are you concerned about data sovereignty or regional compliance laws?
- Do you require compliance with standards like SOC2, ISO27001, GDPR, or LGPD?
- What are your top security priorities (e.g., access controls, data encryption, vulnerability management)?
- How do you currently manage compliance and security audits?

5. Decision-Making Process & Timeline

Understanding the buying process helps manage expectations and set realistic timelines.

- Who are the key decision-makers and influencers? *(CTO, CIO, CFO, procurement, etc.)*
- Is this an immediate priority or part of a long-term strategy?
- Have you used similar services or platforms in the past? What worked and what didn't?
- Are there any internal deadlines or external pressures (e.g., compliance deadlines, end-of-year budgets)?

6. Competitive Landscape & Alternatives

Identify the competition and what matters most in the customer's evaluation process.

- What solutions are you currently considering or evaluating?
- For cloud services, what factors would make you consider switching providers?
- What concerns do you have about Cuemby compared to other solutions?
- How important are factors like price, support, scalability, and vendor reputation in your decision-making?

7. Additional Services & Support Needs

Beyond technology, customers may need help with people and processes—explore these areas.

- Do you need training to upskill your internal team?
- Would you benefit from professional services for implementation or consulting?
- Are you looking for fully managed services or prefer a self-service solution?
- How important is having a dedicated support team or 24/7 availability?

Pro Tips

- Prioritize **business goals** before diving into technical details.
- Use **open-ended questions** to encourage detailed responses.
- Validate their responses by **paraphrasing what you hear** (e.g., *"So what I'm hearing is…"*).
- Don't rush—let the customer fully articulate their challenges.
- End the conversation by **summarizing key points** and confirming accuracy.

What's Next?

Once you have gathered this information:

1. **Refer to the "Sales Script & Talking Points" section** for how to position Cuemby's solutions.
2. **Use the Cuemby pre-sale lead qualification** to document findings.
3. **Consult with Cuemby's internal team** for solution alignment and proposal development.

Industry-Specific Needs

Certain industries face **unique challenges in cloud adoption, compliance, scalability, and digital transformation**. Cuemby's comprehensive suite of products and services is

designed to address these industry-specific requirements while ensuring **security, efficiency, and regulatory compliance**.

Below are key industries where Cuemby's solutions provide significant value:

Fintech

Financial technology companies demand robust, secure, and compliant infrastructures to handle sensitive financial data and high transaction volumes.

Key Needs:

- **Strict compliance requirements:** Must adhere to SOC2, PCI-DSS, ISO27001, and other financial regulations.
- **Reliable and high-availability infrastructure:** Essential for processing real-time financial transactions without downtime.
- **Enhanced fraud detection and monitoring:** Requires real-time analytics and AI-powered tools to mitigate security risks.
- **Data sovereignty and privacy:** Compliance with regional financial data laws, especially in LATAM countries.

How Cuemby Helps:

- **Cuemby Cloud** ensures **secure, regionally compliant hosting** with high availability.
- **ElsaAI** assists in **real-time monitoring** and **automated compliance checks**.
- **Professional Services** offer support in achieving necessary security certifications.

Healthcare

Healthcare providers must balance **patient data privacy**, **compliance mandates**, and **operational efficiency** in delivering critical services.

Key Needs:

- **Compliance with patient data regulations:** Including HIPAA, GDPR, LGPD, and local LATAM privacy laws.

- **Secure, scalable solutions** for managing Electronic Health Records (EHR) and patient management systems.
- **AI-powered diagnostics and real-time data processing** for improved patient outcomes.
- **Data sovereignty compliance** for patient records hosted within the country of care.

How Cuemby Helps:

- **Cuemby Cloud** ensures secure cloud hosting with data residency in LATAM regions.
- **Cuemby Platform** enables secure data handling and application deployment.
- **Professional Service**s guide healthcare providers through compliance and security implementation.
- **ElsaA**I provides AI-driven insights for medical data analysis.

Government & Public Sector

Government agencies require **cost-effective**, **highly secure**, and **locally compliant** solutions to support public services and national security mandates.

Key Needs:

- **Strict data sovereignty and privacy regulations** requiring local data hosting.
- **High-security environments** with zero-trust frameworks, encryption, and multi-factor authentication.
- **Cost-efficient solutions** that provide **budget predictability** and **scalability** for varying workloads.
- **Resilient infrastructure** to maintain service availability for citizens.

How Cuemby Helps:

- **Cuemby Cloud** offers regionally hosted solutions that comply with government regulations.
- **Managed Services** ensure **continuous monitoring and compliance management.**
- **Professional Services** assist with digital transformation roadmaps tailored to public sector needs.

- **Squad Teams** provide project-specific support for government digital initiatives.

Education & Universities

Educational institutions are increasingly adopting digital platforms for **remote learning**, **student data management**, and **research applications**.

Key Needs:

- **Scalable cloud solutions** to support online classes, digital libraries, and campus management systems.
- **Compliance with data privacy laws** protecting student information (e.g., **FERPA**, local LATAM education privacy laws).
- **Cost-effective solutions** suitable for budget-conscious public and private institutions.
- **AI-powered tools** for enhancing learning experiences and administrative efficiency.

How Cuemby Helps:

- **Cuemby Cloud** provides **affordable and scalable infrastructure** for educational platforms.
- **Cuemby Platform** enables **quick deployment of learning management systems (LMS)** and research applications.
- **ElsaAI** offers **insights for student engagement** and operational improvements.
- **Professional Services** support **digital modernization efforts** for universities.

General Business & Modernization Needs

Many businesses, regardless of industry, face challenges in **modernizing legacy systems**, improving **operational efficiency**, and adopting **cloud-native technologies**.

 Key Needs:

- **Legacy system modernization** to improve scalability, security, and efficiency.
- **Cost optimization** to manage growing infrastructure expenses.
- **Improved team productivity** through automation and streamlined processes.

- **Data-driven decision-making** powered by analytics and AI tools.

How Cuemby Helps:

- **Cuemby Platform** simplifies cloud migration and infrastructure management.
- **ElsaAI** delivers cost optimization and technology recommendations.
- **Professional & Managed Services** provide end-to-end digital transformation support.
- **Training & Support Services** help businesses upskill teams and improve adoption rates.

Construction & Real Estate

The construction and real estate sectors are embracing technology to improve **project management**, **resource planning**, and **data collaboration**.

Key Needs:

- **Cloud solutions** for managing large-scale projects and team coordination.
- **Real-time data access** for site management and resource allocation.
- **Secure document sharing** and compliance with regional regulations.
- **AI-driven forecasting** for project timelines and budgeting.

How Cuemby Helps:

- **Cuemby Cloud** supports **collaboration platforms** and **real-time data sharing**.
- **ElsaAI** provides **predictive analytics** for project planning.
- **Professional Services** assist with **digital tool integration** and compliance.

Retail & E-commerce

Retailers need **scalable, secure, and customer-centric platforms** to compete in the digital marketplace.

Key Needs:

- **Omnichannel infrastructure** for seamless customer experiences.

- **High-availability platforms** to handle fluctuating demand.
- **AI-driven customer insights** to personalize marketing and improve sales.
- **Compliance with data privacy laws** protecting consumer data.

How Cuemby Helps:

- **Cuemby Cloud & Platform** enable **scalable, secure e-commerce solutions**.
- **ElsaAI** provides **real-time customer data analysis** and sales forecasts.
- **Managed Services** ensure **continuous platform reliability**.

Additional Industries

Cuemby continues to **expand into new verticals** based on market demand. We work closely with partners to understand **industry-specific challenges** and develop **tailored solutions**.

If you encounter potential clients in **manufacturing**, **logistics**, or **energy sectors**, reach out to the Cuemby team for **customized solutions and industry insights**.

Pro Tips

Always ask **industry-specific questions** during discovery calls. Regulations, operational priorities, and technology needs vary significantly across industries. Refer to the **"Identifying Needs"** section for tailored discovery questions.

Sales Script & Talking Points

Introduction Call Framework

Step 1: Introduction & Setting the Stage

The primary goal of the introductory call is to **build rapport**, understand the customer's business context, and set a collaborative tone. Establishing trust early in the conversation creates an environment where the customer feels comfortable sharing their challenges and goals.

Tips for Building Rapport:

- Start with a warm greeting and small talk. Ask about something personal or topical (e.g., "How has your week been?" or "I noticed your company recently…").
- Show genuine interest in the customer's role and responsibilities.
- Use open-ended questions to encourage discussion.
- Be an active listener: acknowledge their responses and avoid interrupting.
- Maintain a friendly, conversational tone while remaining professional.

Suggested Opening Statement:

"Thank you for taking the time to meet with us today. At Cuemby, we specialize in making digital transformation simple and accessible by providing a complete technology foundation that empowers businesses to grow, innovate, and operate with confidence. I'd love to learn more about your role and how you're currently navigating digital initiatives within your organization."

Key Sales Advice for Introductory Calls:

- Set expectations for the call: **Outline what you plan to cover and confirm the customer's priorities.**
- Keep the conversation customer-centric: Focus on **their challenges and goals**, not just on presenting solutions.
- Take brief notes but prioritize **active listening** over extensive note-taking during the call.
- If possible, identify the customer's decision-making process and key stakeholders early.
- End the introduction by smoothly transitioning into **Step 2: Identifying Needs** with a question that opens the floor to their input.

Step 2: Identifying Needs

The goal of this step is to **listen actively** and uncover the customer's true needs and challenges. Often, potential customers are not fully aware of what they need or how to articulate their issues. Your role is to ask thoughtful, open-ended questions that guide them toward identifying their pain points while building trust.

Tips for Identifying Needs:

- Use the **Lead Qualification Sheet** (see the partner resource page) to stay structured.
- Ask **open-ended questions** to encourage detailed responses.
- **Rephrase or repeat back** what you hear to ensure understanding and show you are listening.
- Focus on both **current challenges** and **future goals**.
- Pay attention to **non-verbal cues** (if on video calls) and tone of voice.
- Clarify **budget considerations**, **decision-making timelines**, and **key stakeholders** involved. These points are addressed in the **Lead Qualification Sheet.**

Suggested Questions:

- "Can you share more about your current cloud setup and any challenges you are facing with scalability, security, or compliance?"
- "How are you currently handling **regional regulations**?"
- "What are your top technology challenges right now?"
- "What are your **short-term, mid-term, and long-term goals** when it comes to digital transformation?"
- "Are there specific pain points in your current infrastructure or software delivery process?"
- "How do you currently handle DevOps, automation, and cost optimization?"
- "Have you faced challenges with multi-cloud or hybrid cloud strategies?"
- "What is your process for technology decision-making, and who is involved?"
- "Are there any compliance requirements you are concerned about?"
- "How important is vendor support and local/regional availability for your organization?"

Pro Tips:

- Start broad, then narrow down based on their responses.
- Use silence strategically — people often share more after a brief pause.
- Keep notes on key pain points to reference when positioning Cuemby solutions.
- Ask follow-up questions like, "Can you tell me more about that?" or "How has that affected your business?" to dive deeper.
- End this section by summarizing what you have heard: *"So what I'm hearing is... Did I capture that correctly?"*

Step 3: Positioning Cuemby's Solutions

With an understanding of the customer's challenges, introduce Cuemby's solutions by highlighting how our offerings can directly address their needs:

- **For Cloud Customers:**
  "Cuemby Cloud offers regionally available, cost-efficient cloud services with no vendor lock-in and no data transfer fees. Our localized hosting ensures compliance with data sovereignty laws and provides a secure, scalable alternative to major cloud providers—enabling customers to reduce costs while maintaining control over their data."

- **For Platform Customers:**
  "Cuemby Platform enables organizations to build, manage, and optimize secure, scalable infrastructure effortlessly—without requiring deep Kubernetes expertise. This allows customers to accelerate application delivery, improve system reliability, and reduce operational complexity."

- **For AI & Automation Needs:**
  "ElsaAI accelerates digital transformation by providing automated roadmap creation, leveraging insights from years of technical due diligence experience. This empowers customers to make informed decisions quickly and streamline their modernization efforts."

- **For Professional Services:**
  "Our professional services team can perform a comprehensive technical review and audit of the customer's current technology stack. We identify inefficiencies, compliance gaps, and opportunities for optimization—helping customers develop a clear, actionable roadmap for their digital transformation journey."

If you're unsure of what to propose to the customer, consider:

1. **Offering a Technical Audit:**
   "Propose a short-term technical audit to understand their current challenges. This engagement requires no long-term commitment and provides immediate value by identifying key areas for improvement and laying the groundwork for digital transformation."

2. **Requesting Key Information for Internal Review:**
   "Ask the customer to provide a company overview and a list of key questions or challenges they're facing. With this information, Cuemby's team can meet with you after the initial meeting to strategize, refine the proposal, and assist with follow-up questions—ensuring a tailored solution that resonates with the customer's needs."

Step 4: Call to Action

The Call to Action (CTA) is essential for moving the sales process forward. Depending on the urgency, customer challenges, and conversation flow, your CTA will vary. No matter what you propose, **always set a clear next step** with an agreed-upon timeline. This ensures momentum and keeps the engagement active.

Tips for Effective CTAs:

- **Be specific** – Clearly state what you are proposing and when.
- **Create a sense of urgency** – Use phrases like "so we can keep things moving" or "to stay on track with your goals."
- **Tailor your CTA** to the customer's stage in the buying process.
- **Secure a commitment** – Even if it's a follow-up email or information exchange, define the next step.
- **Follow up promptly** with a calendar invite or summary email confirming the next action.

Suggested CTAs:

- "I'd love to set up a **hands-on demo** so you can see Cuemby in action. What's your availability next week?"
- "Would you like to explore our **trial credits** or set up an initial **technical audit** to assess your needs? These options can help you evaluate our solutions without long-term commitment."
- "Let's schedule a follow-up with our **technical team** to dive deeper into your challenges and potential solutions. Does [date/time] work for you?"
- "I can prepare a **proposal draft** based on what we discussed. Shall we review it together on a call later this week?"
- "Would it be helpful if I shared a **customer case study** relevant to your industry to illustrate how we've helped similar clients?"
- "Would you be interested in a **roadmap planning session** to outline actionable next steps for your digital transformation journey?"
- "If you'd like, I can send over a **summary of today's discussion** and some tailored resources to review. Can we regroup after you have had a chance to look them over?"

Best Practices:

- **Confirm the date and time** before ending the call. Example: "How does Tuesday at 2 PM work? I will send a calendar invite right after this call."
- If the customer seems hesitant, **offer options**: "Would you prefer a demo or a conversation with our technical lead?"
- If they need internal discussions: "That makes sense. Would it be helpful if I sent some materials for you to review with your team? Let's set up a quick check-in afterward."
- **End on a positive note**: "Thank you for your time today. I'm excited about the possibility of working together and will follow up with the next steps we discussed."

Next Steps

1. **Use this playbook** to guide your sales conversations.
2. **Leverage Cuemby's trial credits and auditing services** to reduce risk for hesitant customers.
3. **Direct customers to relevant sales materials and technical documentation.**
4. **Follow up with Cuemby's sales team** to coordinate preparation of a proposal and closing deals.

For additional support, contact **Derek Kuhr (North America)** or **Hitomi Mizugaki(LATAM Sales)**. Together, let's drive success and bring innovation to our customers!

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Making **Cloud Native** & **Kubernetes** simple.

Hi! How can I help you?

For more information about our services
Connect with us through the following channels:

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Schedule a Meeting: **Book a consultation** with our experts at your convenience

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