

HOW TO DRIVE THE OPPORTUNITY?

1 Use Fortinet Demo Center

- After a successful demo prospects more likely (60%+) to purchase our products

2 Commitment checks during the prospecting/pre-sales stage

- Give small tasks to the prospect that gives us more information (piece by piece) and while doing that the prospect's commitment grows day by day

3 Free trials must be the part of your regular offer

- 60 days free trial can mean 16% costs saving in the first 12 months
- You can assess cloud security posture in this way
 - Single cloud: FortiCASB
 - Multi-cloud: FortiCWP

4 Profitability

- Via distributor (BYOL)
 - Recommended discount grows with Engagement level
 - Extra discount with Deal Registration
- Via AWS marketplace (PayG)
 - SPPO status grants higher discount than CPPO (20% vs 10%)
 - As a CPPO partner can have 20% discount
 - Through Deal Registration
 - One-off discount for multi-year contract
 - Hourly contracts are recommended for As a CPPO partner can have 20% discount
 - Limited projects
 - Temporary scale-up

5 Referral

If customer is satisfied ask which business partner of them are having similar challenges
A given referral means strong customer commitment > easier up-sell later

GOAL

Sell on or few product(s), acquire new cloud customer and grow with the customer over time through up-sell scenarios. Close a won deal as soon as possible.



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Example of a template you could use to build your Cloud pipeline following the steps above:

Customer's Name	Contact Details	Industry Regulations	Customer's Size	Cloud Services	Remote Work	Estimated Budget	Estimated Deal Date	Referrals