

General IT Challenges Research

Intro:

"Hi [Prospect's Name], this is [Your Name] from [Your Company Name]. I'm not here to sell you anything, but we're conducting research with local businesses in [City/Region] to better understand the biggest IT challenges they're facing. Would you mind answering a few quick questions?"

Follow up questions:

What are the top IT challenges your business faces today?

Do you have an in-house IT team, or do you work with an external provider?

How often do you experience IT-related downtime?

What's your primary concern with your current IT setup (e.g., security, scalability, cost)?

Are there any specific tools or technologies you're considering for the future?

Cybersecurity Awareness

Intro:

"Hi [Prospect's Name], I'm [Your Name] from [Your Company Name]. We're collecting feedback from local businesses about how they approach cybersecurity in today's threat landscape. Could I ask you a few quick questions?"

Follow up questions:

What's your biggest concern when it comes to cybersecurity?

Do you currently conduct regular security assessments?

How do you handle employee training for cybersecurity awareness?

Do you use tools like multi-factor authentication or endpoint protection?

Have you experienced any cybersecurity incidents in the past year?

Cloud Adoption Research

Intro:

"Hi [Prospect's Name], I'm [Your Name] from [Your Company Name]. We're speaking to local businesses to understand how they're using cloud technology. Would you mind sharing a little about your experience?"

Follow up questions:

Are you currently using cloud services in your business?

If yes, what percentage of your systems are in the cloud?

What challenges have you faced with cloud adoption?

What benefits have you seen from moving to the cloud?

Are there any concerns holding you back from using more cloud-based tools?

IT Budgeting Insights

Intro:

"Hi [Prospect's Name], this is [Your Name] from [Your Company Name]. We're conducting a short survey on how businesses in [City/Region] are planning their IT budgets for the next year. Could I ask you a few questions?"

Follow up questions:

Do you have a set percentage of revenue allocated to IT spending?

Which areas of IT are you prioritizing in your budget (e.g., security, cloud, hardware)?

Are you finding IT costs are increasing, decreasing, or staying consistent?

How do you evaluate ROI on your IT investments?

Do you foresee any major IT projects in the next year?

Disaster Recovery Preparedness

Intro:

"Hi [Prospect's Name], this is [Your Name] from [Your Company Name]. We're doing a quick check-in with local businesses to understand their disaster recovery plans. Do you have a moment to share your thoughts?"

Follow up questions:

Do you currently have a disaster recovery plan in place?

How often do you test your backup systems?

Are your backups stored onsite, offsite, or in the cloud?

What's your expected recovery time in the event of a major IT failure?

Has your business experienced any downtime due to IT issues recently?

Managed IT Services Awareness

Intro:

"Hi [Prospect's Name], I'm [Your Name] from [Your Company Name]. We're gathering feedback on how businesses in [City/Region] are managing their IT needs. Would you mind sharing your perspective?"

Follow up questions:

Do you currently use an in-house IT team or an external provider?

If external, what made you choose your current provider?

What's the most important factor for you in choosing IT support?

Are there areas of IT where you feel you need more help?

How do you typically evaluate IT service providers?

Technology Trends in [City/Region]

Intro:

"Hi [Prospect's Name], this is [Your Name] from [Your Company Name]. We're conducting a short study on technology trends among businesses in [City/Region]. Could I ask you a few quick questions?"

Follow up questions:

What new technologies are you considering adopting this year?

How has technology changed the way you operate in the last 5 years?

What's your biggest frustration with current business technology?

Are you investing in any automation or AI tools?

How do you stay informed about tech trends relevant to your industry?

Remote Work Evolution

Intro:

"Hi [Prospect's Name], I'm [Your Name] from [Your Company Name]. We're gathering insights on how businesses in [City/Region] are adapting to remote work. Can I ask a few quick questions?"

Follow up questions:

How has your approach to remote work changed in the past year?

What tools are you using to manage remote teams?

What's your biggest challenge with remote work (e.g., security, collaboration)?

How do you ensure secure access for remote employees?

Are you considering hybrid work models or full remote setups long-term?

IT Compliance and Regulation

Intro:

"Hi [Prospect's Name], this is [Your Name] from [Your Company Name]. We're talking to local businesses about how they approach IT compliance. Do you have a moment to share your perspective?"

Follow up questions:

Are there specific compliance regulations your business must adhere to?

How do you ensure your IT systems stay compliant?

Do you currently conduct regular compliance audits?

What's your biggest concern around IT compliance?

Are there any compliance challenges you'd like help addressing?

IT Satisfaction and Support Needs

Intro:

"Hi [Prospect's Name], this is [Your Name] from [Your Company Name]. We're conducting a short survey to understand how businesses in [City/Region] feel about their current IT support. Could I ask a few quick questions?"

Follow up questions:

How satisfied are you with your current IT support setup?

What's one thing you wish your IT team/provider did better?

How do you handle after-hours IT issues?

Do you feel your IT systems are prepared for future growth?

What's your biggest frustration with IT support?