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Authorised Partner

# Overcoming Customer Objections

We offer you suggested responses for turning customer objections into data recovery quotes.

Customer Objections	Suggested Responses
The price is too high	<ul style="list-style-type: none"> <li>• Our pricing is based on the nature and severity of your data loss and amount of work necessary to retrieve your valuable data, not the amount of data recovered.</li> <li>• Only you can determine the value of your data.</li> <li>• Our technology, capabilities, and experience enable us to offer the highest quality services which maximise your chances of data recovery. Cheaper options can compromise your data and are rarely better value in the long run.</li> <li>• Data recovery costs are low in comparison to the total costs associated with data loss: cost of downtime, lost productivity, data re-creation costs and resources, etc.</li> <li>• Our competitively priced solutions offer a high success rate. If we can't get your data back, no one else can.</li> </ul>
I can fix it myself	<ul style="list-style-type: none"> <li>• While possible in some cases, this option must be considered with extreme caution. You can risk further data loss, and if the data loss was due to mechanical failure, you may inadvertently cause irreversible damage.</li> <li>• A large percentage of recovery services performed are a direct result of users attempting to recover the data themselves without the proper technology, tools, and expertise, causing more damage.</li> <li>• Opening of hard drive/media by non-certified personnel can void the manufacturer's warranty.</li> </ul>
There isn't a 100% recovery guarantee	<ul style="list-style-type: none"> <li>• This is true. No recovery company can honestly provide upfront recovery guarantees until they know the full extent of the damage. Only a thorough evaluation of the damaged media, analysis of the data loss situation, and creation of a customised solution can determine a success rate.</li> </ul>
Your competition can do it cheaper	<ul style="list-style-type: none"> <li>• We are confident that our technology, capabilities, and experience enable us to offer the best value and highest quality services available.</li> <li>• Our track record speaks for itself. We pride ourselves on producing quality services and successful recovery results that companies and individuals have come to depend on.</li> <li>• Other data recovery companies frequently turn to us for assistance, and many costs are often hidden. For transparent pricing and a technically peerless solution, come to us directly.</li> </ul>
I only need one file or directory	<ul style="list-style-type: none"> <li>• Due to our recovery and pricing structures the work and cost required to recover one file is equal to the work and cost required to recover all files.</li> <li>• Instead of making you choose the files that you think are important now you will receive all of your files and you can choose which files you need.</li> </ul>

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For more information, call or visit us online.

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