A Cautionary Tale… Do Your Customers Know?

The Hard Questions

Do your customers know whether you are one of the majorities of companies who are not BDR ready? If your customers knew you were not prepared, would those customers still choose to do business with you?

Do your customers know that if disaster strikes, you may not be able to recover? In the event you are able to return to operations it may take weeks or months. Who is going to support those customers during that time?

In an event where your staff cannot gain entry into your building, do your customers know that you do not have a reliable and secure method to access systems remotely in order to continue conducting business?

If you are a customer, do you know the answers to these questions about who you do business with?

In short, do your customers know that while your company is not prepared, your competition is?

Myths of the Marketplace

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Are Small to Mid-Size Businesses BDR Ready? When this subject has been discussed, here are some paraphrased samples of responses received.

“...we are not big enough to worry about BDR...”

“...companies are betting that an insurance policy is cheaper and addresses their BDR needs...”

“...talk to IT, they handle everything”

“...you will waste more time and money trying to sell BDR to a small business...”

“...it costs a lot of money for BDR readiness...”

The Silver Lining

Disaster Readiness Solutions, with custom products like The Small Business Assessment, provides the first step in building a strong, scalable BDR program at a cost to fit your budget.

Contact DisasterReadinessSolutions.com for more information or to schedule an appointment and take the first step to your company’s BDR Happily Ever After.

Let your competition sweat the hard questions.

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