**Call Script 1: to be used in conjunction with follow up with Stop the SPAN email campaign**

*Objective: Highlight the limitations of SPAN ports and introduce network taps as a superior alternative.*

**Sales Development Representative (SDR):**

“Hello [Customer’s Name], this is [Your Name] from [Your Company]. I understand that your organization currently utilizes SPAN ports for network monitoring. Many of our clients have found that while SPAN ports offer basic monitoring capabilities, they often fall short in providing complete visibility, especially under high traffic conditions.

Network taps, on the other hand, provide a reliable and unfiltered view of your network traffic without impacting performance. They eliminate issues like packet loss and ensure that your monitoring tools receive accurate data.

Would you be interested in exploring how integrating network taps could enhance your network monitoring and security posture? I’d be happy to arrange a meeting with one of our specialists to discuss this further.”

**Call Script 2: to be used in conjunction with follow up with Stop the SPAN email campaign**

*Objective: Emphasize the security and performance benefits of network taps over SPAN ports.*

**SDR:**

“Hi [Customer’s Name], I’m [Your Name] calling from [Your Company]. In speaking with network professionals, we’ve noticed a common concern regarding the use of SPAN ports for monitoring—specifically, their potential to miss critical packets and the added load they place on network devices.

Network taps offer a non-intrusive solution that mirrors traffic without introducing latency or risking packet loss. This ensures that your security and monitoring tools operate with complete and accurate data, enhancing both performance and security.

Could we schedule a time to discuss how transitioning to network taps might benefit your organization’s network infrastructure? Our experts can provide insights tailored to your specific environment.”

**Cold Call Script: Intro to Cubro Network Visibility – SPAN vs. TAPs**

**Introduction (30 seconds)**

“Hi [Prospect’s Name], this is [Your Name] from Cubro Network Visibility. I hope I caught you at a good time. We specialize in advanced network visibility solutions, and I’m reaching out because many organizations rely on SPAN ports for network monitoring. Are you currently using SPAN ports in your environment?”

**Engage with a Question (30 seconds)**

(If YES): “Great. Are you aware of some of the critical limitations and security risks associated with SPAN ports, especially during high network utilization or cyber-attacks?”

(If NO/Uncertain): “No problem. Many IT teams use SPAN ports, but they often overlook some hidden risks. Would you mind if I quickly shared how Cubro’s passive network TAPs offer a safer and more reliable solution?”

**Value Proposition (1 minute)**

“SPAN ports can drop packets under high loads, create blind spots, and are vulnerable to configuration errors or malicious tampering. On the other hand, Cubro’s passive network TAPs ensure 100% packet visibility without introducing risk or impacting network performance. They’re also more cost-efficient over time because they reduce troubleshooting and operational costs.”

**Call-to-Action (30 seconds)**

“I’d love to set up a short meeting with one of our network visibility experts to walk you through a quick comparison and show how TAPs can significantly improve your security posture. Are you available for a 30-minute call next week?”

**Handle Objections (if needed)**

 • *“We’re fine with SPAN ports.”*

“I understand. Many teams feel that way initially, but visibility gaps often aren’t noticed until there’s a security breach. A quick conversation could highlight where TAPs can fill those gaps.”

 • *“I’m busy right now.”*

“I completely respect your time. Would a follow-up email with some key insights and a calendar link work better for you?”

**Closing (15 seconds)**

“Thank you, [Prospect’s Name]! I’ll send a calendar invite and a quick overview. Looking forward to our conversation. Have a great day!”