**TCO Campaign Call Scripts:**

### **Call Script (Follow-up) for Email 1:**

**Opening**:

“Hi [Name], this is [Rep] from Cubro. I’m reaching out because I noticed you downloaded our white paper on reducing TCO for network visibility. Do you have 2 minutes?”

**Value Hook**:

“We’re helping teams simplify their visibility fabric and slash support/licensing fees. All Cubro features are included in a one-time purchase – no surprise add-ons or renewals.”

**Ask**:

“Would it make sense to explore how we might lower your visibility costs and streamline management?”

### **Call Script (Follow-up) Email 2:**

**Opening**:

“Hi [Name], it’s [Rep] at Cubro – following up on how we can reduce both CAPEX and OPEX in your visibility stack. Do you have a minute?”

**Value Hook**:

“We helped a global provider cut total visibility costs by over a third — just by eliminating recurring license fees and reducing support costs.”

**Ask**:

“Would a quick TCO comparison with your current solution make sense?”

### **Call Script (Follow-up) Email 3:**

**Opening**:

“Hi [Name], it’s [Rep] from Cubro. I know many teams are bogged down by overly complex visibility tools — I wanted to share how we make things simpler and more cost-effective.”

**Value Hook**:

“With Cubro, everything from advanced filtering to packet slicing is included from day one — no add-ons or subscriptions.”

**Ask**:

“Would it help to see how we stack up against your current solution in terms of simplicity and cost?”