Commercial Communication Guide

Purpose of the Guide
Communicate the value of Curiosity Cloud in a natural, technical, and consultative manner, avoiding generic or exaggerated messages (such as "the best cloud in the world"). The objective is to connect with the client's real needs, create genuine conversation, and present solutions that provide immediate or future value.
In the following case, we will show you the development of a conversation where one of our values and solutions was listened to, identified, and developed to generate trust and lead to a second call, focused on the client's need.

Communication Tone
Natural, consultative, and human. It's not about convincing, but about building trust.
The Curiosity Cloud salesperson acts as an advisor who listens, guides, and provides clarity, not as someone who "sells."

Phased structure of the conversatión

Phase 1: Listening and context

Objective: Understand their technological reality before talking about Curiosity Cloud.

Example based on a real call.

"Hey, do you currently have physical servers or are you already using a cloud service like AWS or Azure?"
"Do you have any infrastructure migration or renewal plans?"

Key points: Don't sell at this point. Determine if they are undergoing technological renewal, if their infrastructure is about to expire, or if they need more capacity for new projects.

Speak with genuine curiosity.
Listen more than you speak.

Phase 2: Diagnosis and discovery

Objective: To open a conversation about security and continuity.

"In the analyses we conduct with our clients, there are two key topics:

How do they cyberprotect themselves and how do they ensure business continuity?

How do you currently manage this?

Key points: Listen to how they cyberprotect themselves
(firewalls, endpoints, antivirus, etc.).

Detect gaps or dependencies.

Don't interrupt; let the client express themselves.

Take note of their real concerns: that's the point of connection.

Phase 3: Value Introduction

Objective: Connect what the client needs with what Curiosity Cloud offers.

Transition
"I'm telling you this because at Curiosity Cloud, we offer a cyber-secure public cloud.

Our security is based on next-generation native agents with EDR and intelligent threat detection.

This allows us to detect and contain attacks like ransomware from the console."
Pillars of value you should convey:

- Native iberprotection.
- Business continuity.
- Personalized support.
- Simple and intuitive management.

Phase 4: Present an option or next step

Objective: Leave a door open, without commercial pressure.
Example:
"I understand that you're not planning to migrate your entire infrastructure today, but perhaps we could show you how our XDR solution can complement your current environment. This way, you can strengthen cyber protection before considering a full migration."
Key points:

- Suggest something realistic and useful.
- Don't pressure; invite exploration.
- If there is interest, please schedule 5: Friendly closing and a demo or reminder session of the follow-up technique.

Phase 5: Gentle closing and reminder of value

"I'm sending you the information and I'll be waiting.

The important thing is that, when you decide to move forward with modernization, you know you have an alternative with protection, continuity, and support from a single source."

Call Pace and Length

The ideal length for an effective sales call is a maximum of 30 minutes.

Why is this important?

- It keeps the customer's attention and prevents the conversation from becoming monotonous or overly technical.

- It allows the client to clearly assimilate the information and recall it later.

- It leaves room for future calls or demonstrations to be smoother and more impactful.

- A short, clear, and focused call is perceived as professional and valuable, not as a long-winded exposition.

Naturalness above all

The call should feel like a genuine conversation, not a sale.
This conversational tone builds trust and openness: the customer feels comfortable sharing what they're really worried about or planning, rather than just listening and waiting for the time to expire.

When the conversation flows with curiosity, empathy, and knowledge, it becomes a valuable conversation that leaves a lasting impression.

Recommendation

Avoid information overload. It's better to foster curiosity than to overwhelm; the next call will be more productive if the customer remembers the essentials.

Phrases to use and not to use

Use:

- "Cyber-protected public cloud."
- "A solution adaptable to the pace of your business."
- "Smart protection and simple management."
- "Guaranteed continuity without complexity."
- "Designed to accompany you, not replace you."

Avoid:

- "The best cloud in the world."
- "100% secure."
- "We are unique / there is nothing like it."
- "We guarantee you'll never have any problems."

Curiosity cloud