

Overcoming Customer Objections

Here are some suggested responses to help you turn some of the most common customer objections into data recovery quotes.

Customer Objection	Suggested Responses
The price is too high.	■ 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. ■ Only you can determine the value of your data. ■ Our technology, capabilities, and experience enable us to offer high quality services which maximise your chances of data recovery. Cheaper options can compromise your data and are rarely better value in the long run. ■ 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. ■ Our competitively priced solutions offer a high success rate. If we can't get your data back, we believe that no one else can.
I can fix it myself.	■ 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. ■ 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. ■ Opening of hard drive/media by non-certified personnel can void the manufacturer's warranty. We have agreements with many technology partners meaning that we do not invalidate a manufacturer's warranty by working on the drive. Be sure to check with your provider.
There isn't a 100% recovery guarantee.	■ 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. ■ We've been working with damaged data since <1978 or 1985>, so if anyone has the best chance of getting your data back, it's us.
Your competition can do it cheaper.	■ We are confident that our technology, capabilities, and experience enable us to offer an excellent value and high quality service. ■ 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. ■ 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.
I only need one file or directory.	■ Due to the way the recovery process works, the cost and work required to recover one file is equal to the amount required to recover all files. ■ 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. ■ An optional file listing can be purchased, which can give you peace of mind that any specific files or folders are definitely recoverable before committing to the full recovery cost.