



# Talking to Clients About Backups

TRAINING COURSE



Agency Partner Program

# LESSON 1:

## *5 Times to Talk to Your Clients About Rewind*

### **1. The Discovery Phase**

The discovery phase is a great time to chat with a client about their website needs. Based on your client's requirements, you can recommend a custom tech stack. Will the client need an email marketing app, a loyalty program, a way to recover from any mistake in seconds? This is an optimal time to explain that Shopify and BigCommerce don't offer backups and recommend Rewind. Some Agency Partners have a list of must-have apps, including Rewind, that they share with their clients. Others include custom tech stack suggestions as an add-on in their project packages.

### **2. Post-Proposal Phase**

Another opportunity to recommend Rewind is after your client signs a project proposal. Tell your client that a lot of technical work will be done on their website. Recommend having Rewind installed before work begins as a way to protect the agency's work and the client's monetary investment. With Rewind installed, if data is accidentally deleted, the client won't need to pay an agency rebuild it. They will simply be able to use Rewind as a magic "undo" button.

### **3. The Halfway Point**

One Rewind Agency Partner recommends using the halfway point to endorse Rewind to clients who have yet to install. He tells his clients that a significant amount of work has gone into building their website, and that there is always a possibility that data will be lost. If data is lost while both he and the client have access to the website backend, it will be difficult to tell who's responsible for the data loss. Rewind can alleviate any concern that mistakes cannot be rewound.

### **4. The Pass-Off Point**

A great time to bring up Rewind in conversation is when the store is being handed off to the client. Recommend Rewind as a way to protect the client's investment and the work done by your agency. Make your client aware that, unfortunately, data loss is not a question of if, but when.

### **5. The Check-In**

Finally, revisit Rewind when you check-in with your client after you've handed off the store. Many of our agency partners get in touch with their clients to make sure things are running smoothly. If your client has made a mistake or accidentally deleted data, recommend Rewind to protect against these concerns going forward.

# LESSON 2:

## *The Consequences Of Not Backing Up an Ecommerce Store*

**It's difficult to appreciate how disastrous data loss can be without living it. Here's a taste of what data loss can mean to your client's ecommerce business:**

### **1. Losing revenue, customers, and credibility**

A data loss disruption often results in downtime, hindering a store's ability to sell products like usual. If your client's website is down, they can't sell products like they normally do. Knowing how much revenue a store generates on an average day and how many days it might take to recover a store will quickly tell you just how expensive that downtime really is. Moreover, each new website visitor is a potential repeat customer. If your client's store isn't functioning properly, first-time visitors have a negative impression of their brand, resulting in a poor customer experience loss of trust and a bad impression.

### **2. Cost in time and money to recover**

When your website is down, the number one goal for your entire team will be to recover it as soon as possible. Without complete backups, it might not be possible to recover in a short period of time. For instance, imagine the frustration and time required to manually rebuild all of your product pages from scratch.

### **3. Losing previous work**

You understand that building an online experience is a huge investment of money, time and effort for your clients. Without a backup in place, merchants are forced to rebuild their stores manually off memory alone.

# LESSON 3:

## *How to Lose Data in 6 Ways*

### **1. Human errors**

IT professionals report that human errors are the single biggest cause for data loss. Most people who are working on a site don't have any ill intent but human error is bound to happen, and it can sometimes be catastrophic. David Simoes, CEO of Sounds Good, UK's leading ecommerce agency notes that human error isn't unique to third-parties and junior employees. "I've seen one big problem happening caused by the company's CEO who tested an app on the live store and wished he had a backup solution later".

### **2. Theme code edits**

The easiest way to break a website is by making a small mistake in its code. If your client is making any customizations or edits to their website, they need to have an easy way to reverse any changes that don't work out in a way they expect.

### **3. App integrations**

Any time your client is integrating a new app in their store, they should be aware of the permissions they're granting the app and have a backup in case the app makes any unwanted changes. Having an app play nice with a website is never guaranteed.

### **4. Ill-intentioned employees and contractors**

A Rewind customer lost over 3,000 products – and over a year's worth of work – when a developer maliciously deleted the data from his ecommerce store. The only thing that saved him was his backups. [Read his story here or share it with your client.](#)

### **5. Hackers and malware**

Nearly 70% of small business websites will face some type of cyber attack. In 2019, 10% percent of small businesses hit with a cyberattack were forced to shut down as a result. While Shopify and BigCommerce take extensive precautions to protect their servers against any malicious attacks, hackers target individual accounts and get increasingly creative with their methods. As part of the Shared Responsibilities Model, your client should take precautions to protect their store - having [secure backups](#) in place is a must.

### **6. CSV imports**

CSV imports can be helpful when making bulk edits to a store, but they can actually do more harm than good if even one column isn't accurate.



# LESSON 4:

## *Objection Handling Part I*

### "Rewind is too expensive."

#### **We suggest saying:**

- You spent \$[PROJECT COST] for us to build your ecommerce website. Using Rewind to protect your investment is well worth it.
- Countless hours of manually building your store back to the way it was, not to mention downtime and lost sales, is a much heavier cost to your business when compared to the cost of Rewind:
  - The Enterprise plan works out to be \$9.97/day;
  - The Plus plan works out to be \$3.30/day;
  - The Business plan works out to be \$1.97/day;
  - The Pro plan works out to be \$1.30/day.
- Based on the amount of data being backed up, the frequency of backups, outstanding support, and the amount of time, labor, and revenue saved due to downtime avoidance, Rewind is a manageable cost for an ecommerce store doing hundreds or thousands of orders per month.

# LESSON 5:

## *Objection Handling Part II*

**Objection: “I don’t need/haven’t needed a backup system.”**

### **We suggest:**

Sharing an anecdote about a data disaster that you or a client of yours experienced first hand. Storytelling is one of the most powerful ways of illustrating a message. A personal story will result in better understanding and compel your client to take action since he or she will envision themselves in the same situation.

**If you’re one of the lucky ones who hasn’t been traumatized by data loss, you can refer to one of our case studies:**

- Whisker Seeker
- [How a Buggy App Cost Gymshark \\$143,000 in Lost Sales](#)
- [Crossrope’s Sales Halted for 24 Hours After a Code Change Broke Their Store](#)

### **You can also say:**

- Whether the data loss comes from human error, a disgruntled employee, or a malicious hack, you should have a recovery plan in place *before* you need it.
- As activity increases within your store – more visitors, apps, integrations, custom code - the likelihood of something being lost and deleted increases.
- As an online retailer, your website is the heartbeat of your business. If customers can’t access your website or it’s not functioning properly, it will directly impact your revenue and your reputation with them.

# LESSON 6:

## *Objection Handling Part III*

### "Isn't Shopify/BigCommerce already backing up my store?"

#### **We suggest saying:**

- Shopify backs up all merchants at the platform-level. This means that if Shopify were to experience a problem with their servers, they would be able to recover the entire platform. A platform backup cannot be used to recover data from your store.
- An analogy: Let's say you live in an apartment building. If there's ever an electrical issue with the elevator, your property manager is going to cover the cost of the repair. However, if someone breaks into your apartment and steals or damages your belongings, you, the tenant, are liable for the replacement and/or the repair of those items. That's why you buy insurance. Shopify and BigCommerce are like an apartment building. If something were to happen with a common amenity, they would fix it. If, however, something breaks in your apartment, it falls on you to fix it.
- Rewind gives you control and access to backups of your individual store and all of the data you and the team at our agency have built into it.