

What we have learned so far...

- **Step One: Understanding Market Dynamics**
Jon Reardon
- **Step Two: Embracing Change in a Changing World**
Managed IT Services: Lindsay Dick
Telecom Services: Bryan Dancer
Cloud Services: Harry Kaminsky
- **Step Three: Developing Your Business Plan**
Jim Heffernan
- **Step Four: Transitioning Your Image**
Darrell Amy



What's changing inside accounts?

Yesterday

- Individual
- Purchasing
- Features
- Applications
- Price
- Cost Analysis

Tomorrow

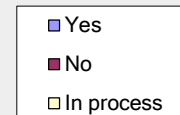
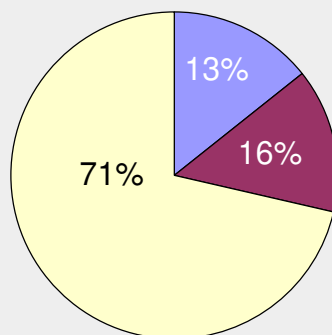
- Group
- IT
- Functions
- Integrations
- Value
- Business Impact

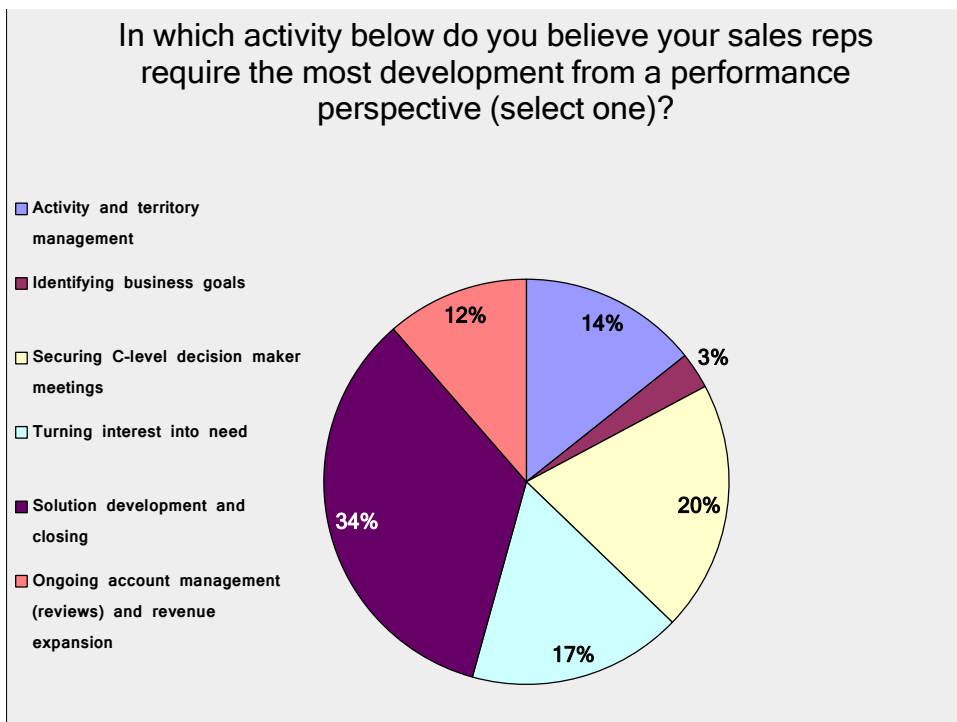
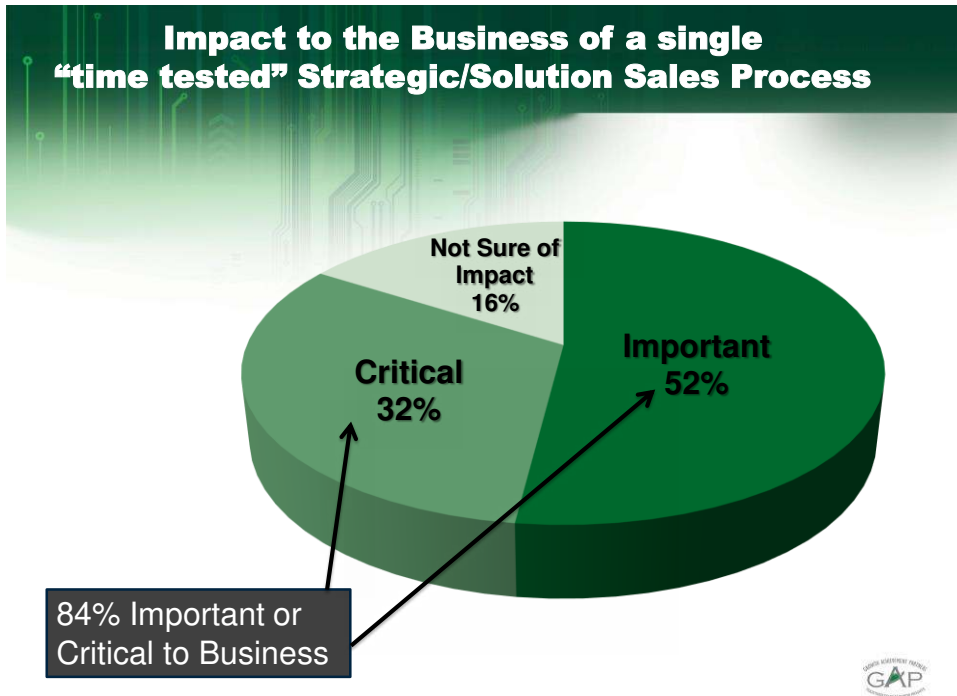
You don't have to change what you do, but you do have to change how you do it!



BTA Member Survey (1/2013)

Have you implemented a repeatable strategic sales methodology that incorporates the solutions you sell (intended to help your customers most effectively address business process pain points in their operations) into all selling activities?





Selling a Payment

- Traditional lease upgrade retention strategy or Net New “dogfight”
- Reliance is on...
 - Rep Relationship
 - Quality of Service
 - Company Reputation
 - The “Deal of the Day”
 - Lowest Price



“Pick me” sales process



Top 4 Development Areas for Strategic Sales

1. Understand and guide the customer through an interactive buying process
2. Expand and leverage relationships into broader/higher level discussions with accounts and prospects
3. Identification of industry trends and business goals and where we can help
4. Develop a mutual understanding of the issues (pain) and benefits before we go into “solve mode”



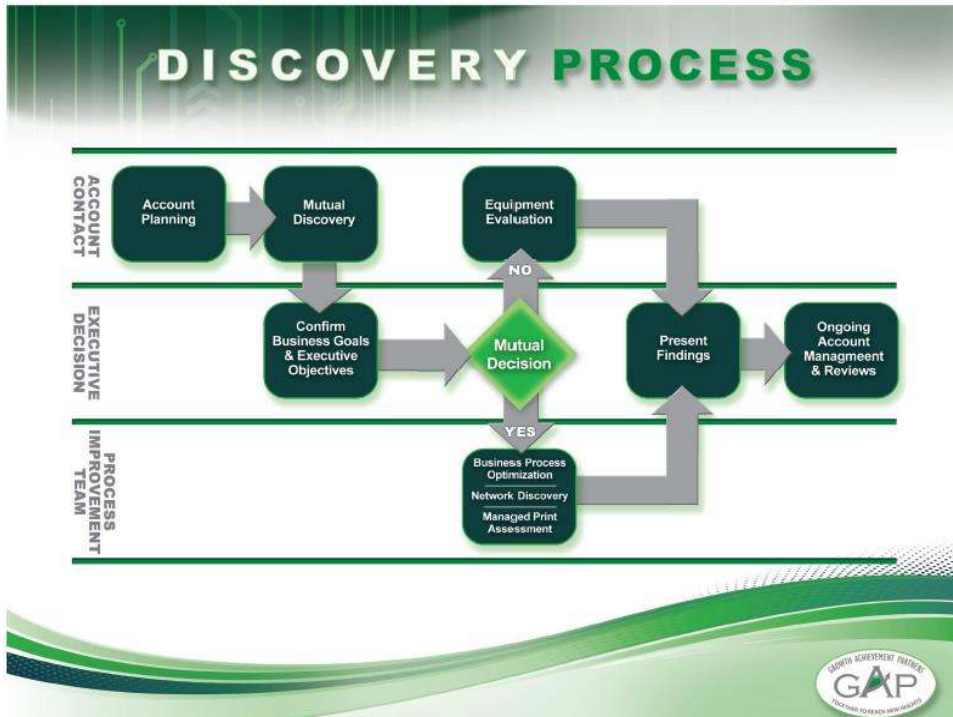
Rep Assessment



Typical Solution Sales Methodology

	SOLUTION SALES STEPS
1	Pain Admitted
2	Access Provided
3	Process or Processes Selected
4	Customer engaged in defining pain and designing solution
5	Signed Deal





Research indicates...

Criteria (Top 4 of 13)	Score (1-5)
1) Understood my Business Goals	4.59
2) Listened Before Prescribing	4.59
3) Demonstrated Accountability	4.49
4) Ability to Solve Problems	4.15

Source: UNC Kenan-Flagler Business School,

The world your reps live in...

- They likely have a good (*maybe great*) relationships with their main contact.
- The main contact is likely an Office Manager or IT .
- They understand (*and generally agree*) that getting to a different level in the organization is important.

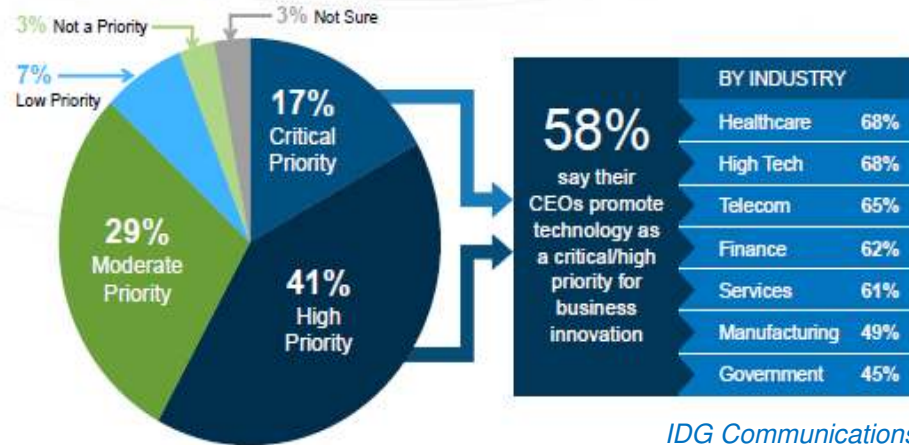


All sounds good, but here is the reality ...

- There is risk associated with “going around” your sponsor & it may cost you the core business sale
- The goal for every account is not to seek higher relationships right now.
 - Sometimes it makes sense to “slam the box”



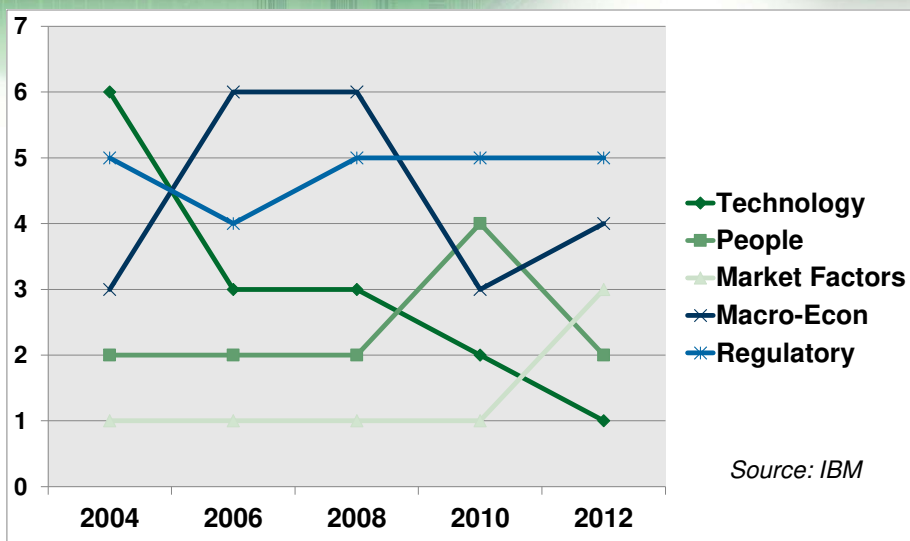
CEOs Recognize the Importance of Technology



IDG Communications
February, 2014



What is important to CEO's?

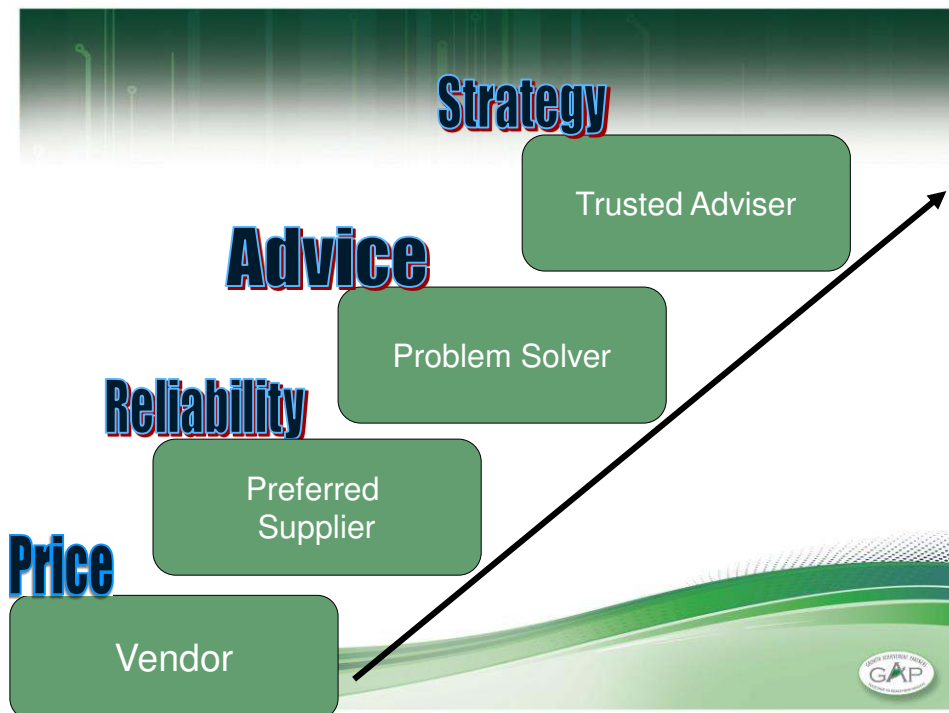


Source: IBM

The C-Level - Gaining Access

	Always	Usually	Occasionally	Never
Recommendations from someone in your company	16%	68%	16%	0%
Referral from someone outside your company	8%	36%	44%	12%
A letter or an e-mail, followed up by a telephone call	4%	20%	40%	36%
Cold call by telephone	0%	20%	36%	44%
Contact at an off-site event	0%	44%	32%	24%

Source: Selling to the C Suite



3 Keys to becoming a Trusted Adviser

1. Gain a Clear Understanding of Strategies and Business Goals
2. Be able to add value/bring expertise to the relationship
3. Develop Contacts at Multiple Levels...Senior Level Relationships

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Look at your current account relationships...

- ✓ *We seek Expansion*
- ✓ *We have a strong value proposition*
- ✓ *A stronger relationship will eliminate competitors*
- ✓ *We seek access "higher and wider"*



Look at your current account relationships...

- Which accounts meet the Criteria today ? (List)

- ✓ *We seek Expansion*
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- Of those accounts...
 - Which accounts are you a Trusted Adviser today ?

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Look at your current account relationships...

- Which accounts meet the Criteria today ? (List)
- Of those accounts...
 - Which accounts are you a Trusted Adviser today ?
 - Which accounts do you have credibility, bring value, and have access ?

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- ✓ *We have a strong value proposition*
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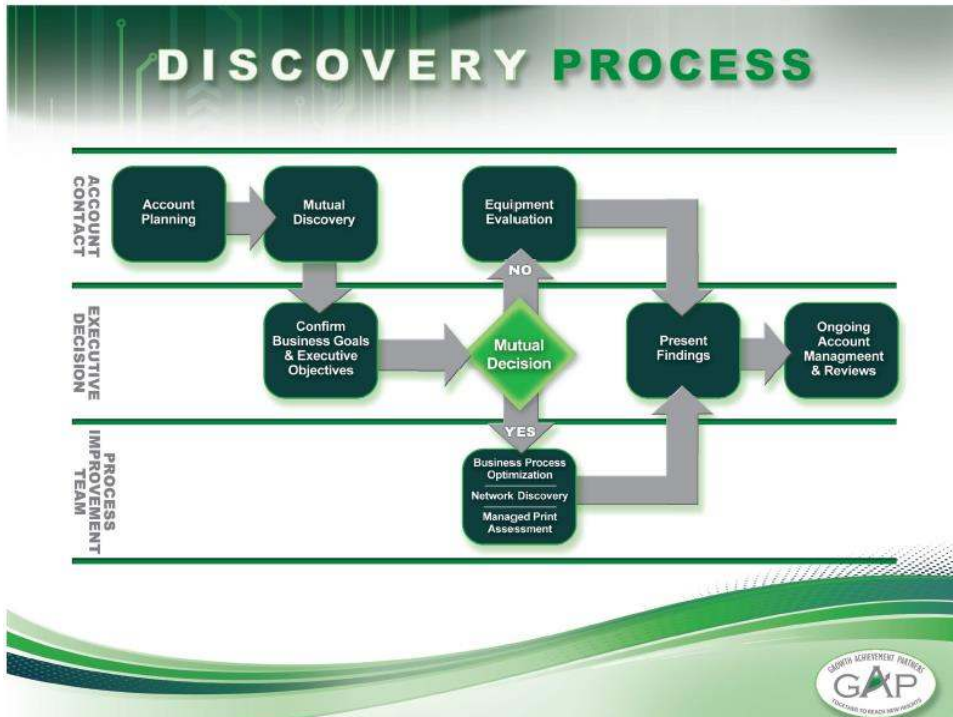


Look at your current account relationships...

- Which accounts meet the Criteria today ? (List)
- Of those accounts...
 - Which accounts are you a Trusted Adviser today ?
 - Which accounts do you have credibility, bring value, and have access ?
 - Which accounts meet the criteria, but you have work to do to get there ?

- ✓ *We seek Expansion*
- ✓ *We have a strong value proposition*
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Why does this work?

- Repeatable processes provide repeatable results
- Framework to incorporate the tools and strategies you have today...and tomorrow
- Provides significant differentiation
- Increases your professionalism
- Establishes credibility to handle complex sales
- Identifies Solution or Equipment ASAP – you will speed your sales cycles!
- Leverages individual strengths at the right time
- They don't know how to buy sophisticated “solutions” any better than you know how to sell them...so give them a roadmap!



 **BTA Strategic
Sales Workshop**

Hartford, Connecticut
June 17-18, 2014

Phoenix, Arizona
July 15-16, 2014

www.BTA.Org

*Today's sales professionals need
an updated sales approach to be
successful today and into the future.*

*They also need a repeatable sales process
that provides a consistent framework
for all that they sell.*

*This workshop is a sales transformation
course focused on understanding,
utilizing and implementing this sales process*