

How to Build a Practice Selling Cloud & Hybrid Solutions

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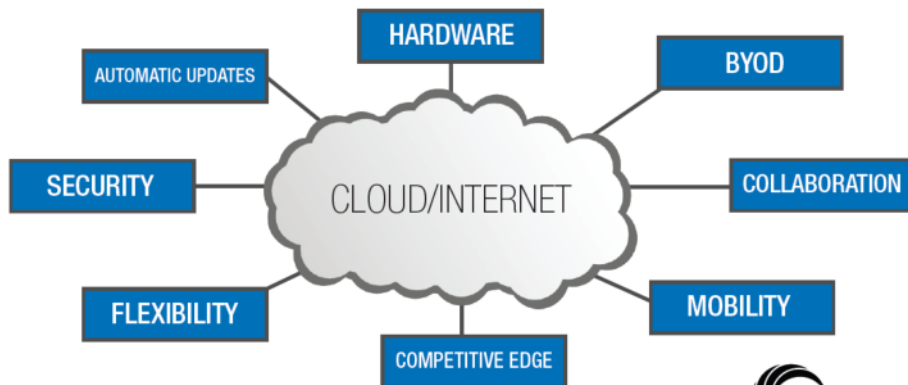
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Topics of Discussion

- ▶ 1. What do we mean by Cloud?
- ▶ 2. What is the Benefit for my Business?
- ▶ 3. What Challenges Should I Expect?
- ▶ How Can I Prepare Our Sales Team?
- ▶ Is There a Methodology to Segment My Customer Base?
- ▶ Why SYNNEX?
- ▶ How Do I Use SYNNEX to Build My Practice?



What Do We Mean by Cloud?



Reseller Business Benefit

- ▶ Expanding offerings without adding headcount or training
- ▶ Residual Revenue increasing sales and improving budget forecasting.
- ▶ Reduces or mitigates the risk of unpredictable transactional sales
- ▶ Scalable growth by adding services dig deeper and wider to your existing customers
- ▶ Recruit new customers with a different offering than competitors
- ▶ Differentiates yourself from your competitors
- ▶ Develop a new identity as a business consultant vs. the traditional vendor

Industry Challenges

- ▶ Sales Staff compensation
- ▶ Vendor relationships
- ▶ Billing dynamics
- ▶ Business strategies
- ▶ Uneducated customers'
- ▶ Press, publicity and its adding to the confusion
- ▶ Fear that others know more about cloud than you do

Sales Focus Strategies

- ▶ Transactional sales vs residual reoccurring revenue
- ▶ Keeping it simple (lift they vail of confusion)
- ▶ Tell stories of cloud solutions that are common in todays world
- ▶ Solution selling to the customers business benefits
- ▶ Return On Investment conversations
- ▶ Fix fees to the Monthly Operating Expense vs Capitol Expense
- ▶ Reduce fear of business continuity
- ▶ Present Cloud Solutions for common services

Target skill for Cloud Sales

- ▶ BPaaS / Outsourcing Sales
- ▶ Insurance Sales
- ▶ Financial Services Sales
- ▶ Business Application Sales
- ▶ Enterprise IT Sales
- ▶ Telecom / VoIP Sales
- ▶ IT Staffing Sales
- ▶ Managed Service Sales

Choosing the opportunities

- ▶ Path with the least resistance
- ▶ Build momentum with short sales cycle smaller sales
- ▶ Solve problems don't sell products
- ▶ Build success stories
- ▶ Look for current services that could offer better service from the cloud
- ▶ Look for new service requirements to introduce the cloud

CLOUDSolv - How SYNnex can help YOU

- ▶ Solution Selling
- ▶ Presales Tech Support
- ▶ Transforming / Enhancing your Cloud Business
- ▶ Connect to Resources
- ▶ Marketing
- ▶ Webinars
- ▶ Community for collaboration
- ▶ Billing Platform
- ▶ Marketplace

▶ CONTACT CLOUDSOLV:

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Success in the cloud - What Vendors Do I Start With?

- ▶ Microsoft - CSPP
 - ▶ Considered an SMB- or Enterprise-focused cloud solution
 - ▶ CSPP (Cloud Solution Provider Program)
- ▶ Google
 - ▶ Google Chrome Management Console for education and services.
 - ▶ Chromebox for Meetings-- Meetings with anyone, anywhere
- ▶ Dropbox
 - ▶ A powerful collaboration platform layered with robust administration features that allows companies to securely access and share their most important business files
- ▶ Commvault
 - ▶ Solutions are composed of data protection and recovery, cloud, virtualization, archive, and file sync and share.

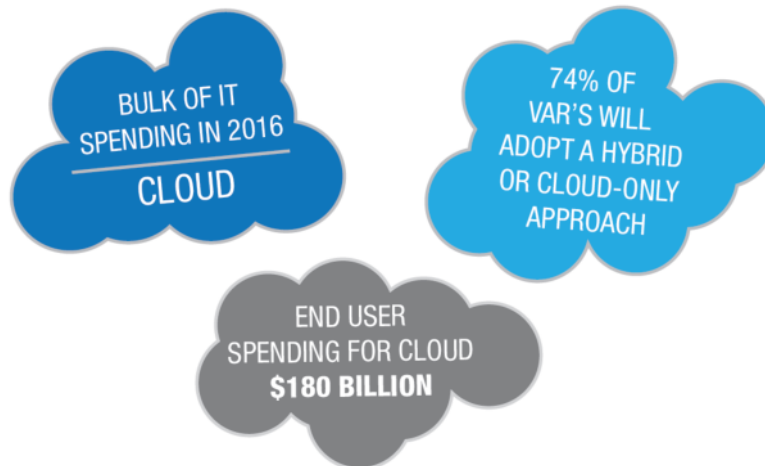
SYNNEX
CLOUDSolv™



AVAYA



Cloud Industry Facts:



CLOUDSolv Mission Statement: SYNnex

CLOUDSolv provides end to end solutions that our resellers and end customers want to see and need. We are here to help solve problems (solution selling) and foster collaboration opportunities between our vendors and resellers to help everyone grow their cloud revenue and gain more traction in the market. Our dedicated CloudSolv team acts as trusted advisors and guides our partners through the CloudSolv offerings including; an ecosystem of strategic cloud solutions, support and resources that will drive sustainable profits for both our vendor and reseller partners.



THANK YOU!
QUESTIONS?