

Business Growth Optimization

Selling to the Mid- and Enterprise Markets

Presented by :

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Selling to the SMB vs the Mid-Market or Enterprise

SMB

- Shorter sales cycles
- Trust is built quickly
- Less vetting
- Dealing with ultimate decision maker
- Focus on business outcomes
- Smaller budgets
- Less competitive
- More responsibility
- Selling packaged bundles the norm
- Less customizing

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Enterprise

- Longer sales cycles
- Trust is built more slowly
- More vetting
- May not be dealing with ultimate decision maker
- Focus on technical outcomes
- Larger budgets
- More competitive
- Less responsibility
- Proof of Concepts more the norm
- More customizing



Selling to the Technical Buyer

- Hone your whiteboarding skills
- Reflect technical outcomes first, then tie into business outcomes
- Clearly illustrate not only ROI (Return on Investment), but also VOI (Value on Investment)
- Position the value of your expertise and how you can help realize desired outcomes and minimize risk
- Leverage your team as well as the buyer's
- Establish milestones, KPIs and status/phase review protocols

RFPs, RFIs and RFQs

- Do you know where to look (FirstGov, FedBizOpps, Commerce Business Daily, Private Companies)?
- Is it worth going after?
- Do you understand the requirements?
- Do you qualify?
- Can you deliver as a Prime or Sub Contractor?
- Do you understand the process?
- Can you write a good response?
- Don't disclose proprietary processes
- Bundle price where you can
- Offer more options beyond what is requested



How Your Prospect/Client Buys

D

- Results
 - Competitive Leverage
 - Quick to Decide
- How will you help me go faster?

- Relationship
 - Experience
 - Quick to Decide
- How Much do I like you?

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- Facts & Numbers
 - Bottom Line
 - Slow to Decide
- How Credible are you?

- Supporting Staff
 - Comfort Level
 - Slow to Decide
- How will you help my staff and/or Clients?

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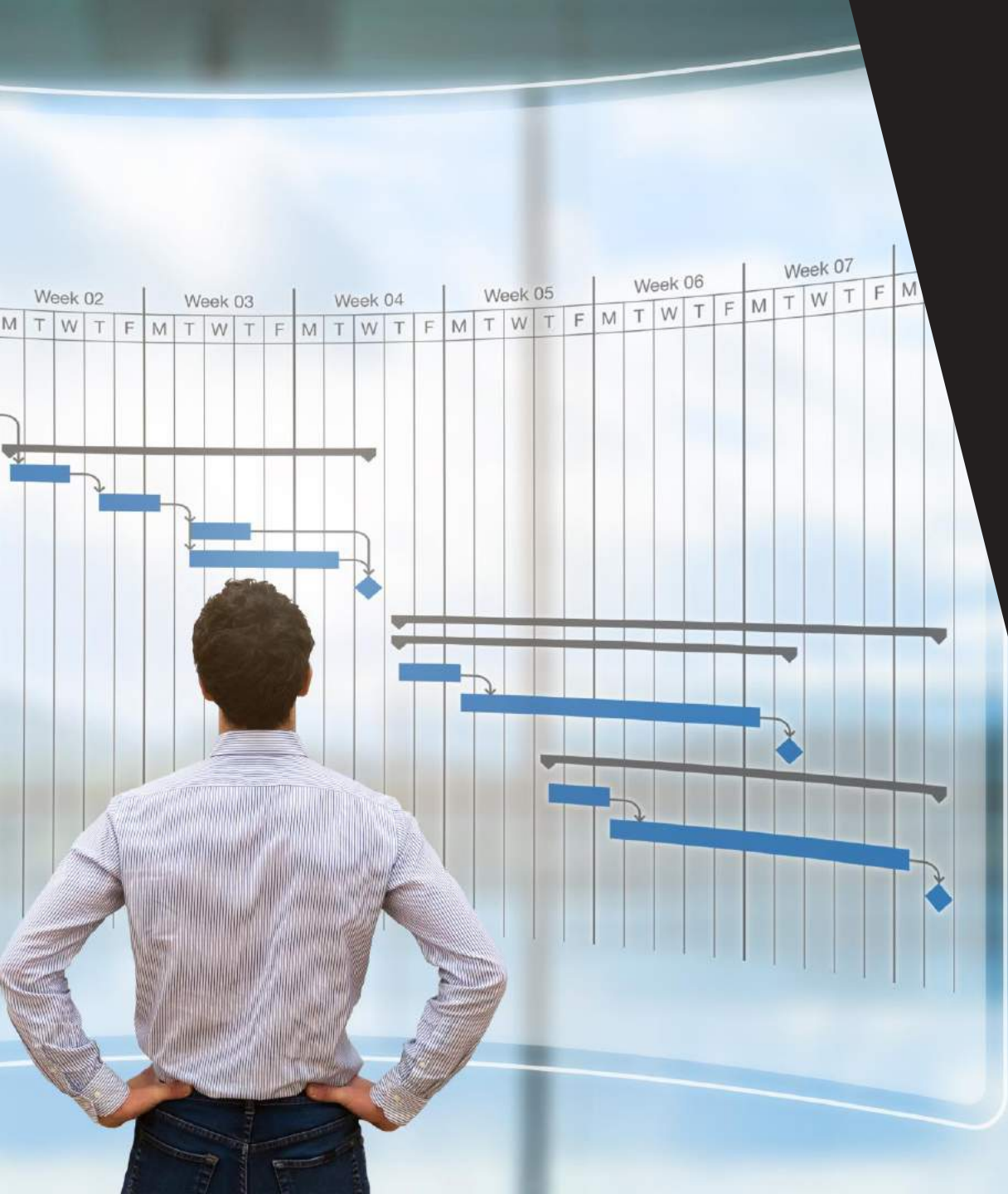
Finding the Budgets

- What are the initiatives?
- Are initiatives global, regional, local?
- Are initiatives company-wide, across multiple business units or smaller?
- What are the timelines?
- Where can we find budget?



Multi-Phasing Projects Longer-Term

- Are you helping your clients get to “YES”?
- How do you phase projects today?
- How can you phase larger value projects differently over time to influence client growth and transformation?



POCs and Pilot Programs

Project Planning

WBS

Resources

Schedule

Costs

Planning finished

Project Execution

Subtask 1

Initiating

Executing

Deliverable

Subtask 2

Initiating

Executing

Deliverable

Project closing

General deliverable

Proof of Concepts and Pilots Ensure You Get Paid
to R&D New Solutions for Clients



BUSINESS
Alliance
PARTNER
CORPORATIONS
Project
SUCCESS
WORKING TOGETHER
Management
Team
IDEAS
Problem solving
PARTNERSHIP
COLLABORATIVE
COMPANIES
TEAM
Together
DEAL
Together
DEAL
COMPANIES
MANAGE
ALLIANCE
Community
SKILLS
STRATEGY
PEOPLE
GROUP
Together

Leveraging Vendor Facilities



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Partnering With Vendors to Supercharge Sales

Sales programs

Sales training

Business planning

Marketing support

Sales support

Sales/tech tools

Portals/platforms

Dedicated resources

MDF

Collaborative teaming

Aggressive discounts

Deal registration

Deal protection

Valuable rebates

Sales incentives

Awards/recognition

Other incentives

-----?

Successful Vendor Sales Partnering Strategy

1. Capacity Plan
2. Select Vendors
3. Enable Vendors
4. Sell With Vendors
5. Manage Sales



Selling With Vendors

- The best sales plans are mutually beneficial
- Sales plans should be tightly aligned with your vendors
- Clearly articulate your commitment to your vendors and confirm theirs to you
- Work with the vendors that have the highest potential for success
- Your plan must be simple & easy to measure - the only performance metric that really matters is closed sales!

Sales Process Workflow

	Prospecting	Qualifying	Deal Registration	Solution Scoping	Present & Close
Your Activities	Market and generate leads to identify “suspects”	Qualify suspects to identify prospects	Register qualified prospects as a new opportunity (‘deal’)	Scope solutions and develop proposals and presentations	Present solutions, overcome objections & close
Vendor Activities	Support marketing efforts with assets and MDF	Be a support resource for you during qualifying	Copied on deal registration approval process for visibility & support	Provide pre-sales support, pricing & teaming assistance, copied on SE Comms	Provide sales assets (case studies, white papers, etc.)