

## Are you Executing Out of the Box™ *To Drive Revenue from your Products and Alliances?*

Many of today's sales, channel and alliances "best practices" originated in the days when technology vendors sold individual products to customers through their direct sales team or resellers. Times have changed, and in this era of converged, virtualized and "cloud" architectures, vendor offerings need to be sold in a way that is similar to how customers buy— as part of an overall architecture. In this world, the roles of your Alliance Partners (as part of a solution), and your sales channels (to architect and implement the solution at the customer) are critical. From a marketing and sales standpoint, this evolution forces all of us in the industry to look at things differently – to think and **"Execute Out of the Box™"**.

But how is this approach different than what you are doing today? Complete the brief checklist below to get some ideas on how you can evolve your approach, and how The Andrews Consulting Group can help.

### Does your organization:

- Communicate the most common solutions and sales plays that your sales team and partners are using to sell your products today – AND provide materials to help partners identify, qualify, close and deliver these solutions, based on these sales plays?
  - Or do you tell partners "every partner has a different business model, it's your job to figure out where/how to sell our products..."
- Define and communicate products from your technology Alliance Partners that are part of the solutions that include your products – AND provide a blueprint for partners to market and sell these solutions based on the overall value (not just the value provided by your product)?
  - Or do you tell customers something like "Buy our DR solution (which is product X). You will need to buy some other products and services to make it all work. You figure it out, or find a reseller who has figured it out..."
- Define and communicate the most common professional services that your company and partners are delivering as part of solutions around your products – AND provide services IP such as Sample SOWs, Pricing Calculators and Deliverables Templates in editable formats that help partners develop and deliver these services?
  - Or do you say "we are not in the professional services business, we want our partners deliver the services (and they are on their own to develop the Services IP...)"
- Provide your sales team and channels with tools and training that enable them to engage in interactive solution "whiteboarding" discussions with customers?
  - Or do you provide a library of "mix-and-match" PowerPoint presentations, so they can pitch your offerings to their accounts in "one-way" conversations...?
- Create customer-facing sales tools and presentations in formats that "white-labeled" and are editable by your partners, so that they can be inserted into the partners' existing business Practices and Solutions, and leveraged in their marketing and sales materials and their existing sales process?
  - Or do you create locked PowerPoint or pdf sales tools with your logo, expecting your partners to sell your product as a stand-alone offering (and requiring a net new sales motion, compared to how they sell today...)

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- Provide sales training focused on the key solutions and use cases around your products, AND provide context on where selling each product fits relative to the overall sales process for your platform offerings?
  - Or do product marketers create sales training and customer-facing presentations that position individual products as if they were stand-alone offerings that are sold to customers separately (and not a sub-product or feature of a platform product that has a broader sales process)...
- Align sales tools and sales training around the best practices sales plays and common solutions that incorporate your products, AND when you create training, you provide a tool that helps sales and partners use that training in the field, AND when you create a sales tool, you provide associated training on how to use the tool?
  - Or do you have a training organization (or person) who creates/delivers training based on their preferred approach, and some folks in product marketing who create presentations and sales tools aligned to their assigned products (or features)...
- Have a partner and internal sales portal that is aligned to the solutions that you are selling, with materials organized in a consistent way across products, so that sales knows what materials exist, and how the materials were intended to be used?
  - Or do you have a traditional partner portal and internal sales portal where multiple internal teams dump all the information that they create around your products, with little information on how these assets are intended to be used...?
- Enable and track the sale of solutions with your technology Alliance Partners using a multi-vendor solution registration system – AND do you provide differentiated compensation to your sales channels to drive the sale of priority Alliances, solutions and products?
  - Or do you have a deal registration system that tracks your products (and requires partners to register separately with every other vendor that is part of the solution that they sell...)
- Train and compensate your channel account managers (CAMs) to integrate your companies' products and solutions into the partner's existing business "Practices" – AND work effectively with Partners' sales, pre-sales, marketing and consulting executives to justify, create and execute GTM programs to drive sales of Partners' solutions that incorporate your products?
  - Or do your CAMs spend most of their time tracking pipeline deals for this quarter, or trying to get partners to create a new sales motion for your product that is different than how they sell everything else in their company....

If you are not able to check most of these boxes, you are not "Executing out of the Box" – and you are missing revenue opportunities. Call the Andrews Consulting Group today and we can help you get you on track to realize the revenue potential of your partnerships.



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