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# Best Practice in Service Sales **ACME Corporation**

Region: Asia Pacific

# Sales Landscape

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## Client Profile

- Based in Singapore, one of the world's largest offshore and marine groups
- Major [NAME] account after seven years of careful relationship building
- WAN monitoring and managed Microsoft Lync sales foundation
- Uptime with [NAME] Premier most recent Services wins

## Pain Points

- Overburdened IT team unable to focus on all network elements
- No network problem root cause analysis or capacity planning
- Outdated physical data center reaching its limits and lacking agility
- Inflexible financial model with accent on DIY equipment purchase

# Client Journey

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## Pre-sales

- Trigger event was a traditional server and storage refresh request
- [NAME] and [NAME] already present and competing for the business
- Prior Services activity had opened ACME up to advice on an ITaaS model
- Professional services workshops cemented ITaaS mind set

## RFP and post-contract

- ACME issued ITaaS-specific RFP based on Services input and advice
- Purchase and leaseback request crystallized in negotiations
- Opportunities like app conversion showed capability
- We're now using Services as gateway for \$50 million global opportunities

# The Inside Track

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We ran a relationship-mapping exercise—and used insider positions



We got close to the client quickly—the effective way to shut out the competition



We used the power of the [NAME] team—and started at the top

# Why We Won

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We supplied complete answers to difficult questions



We provided references—and asked the product team to help find them



We showed financial agility—creating a powerful migration enabler

# Key Points

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- Professional services outlined the ITaaS journey two years before
- Professional services workshops helped progress the idea
- Customer and product references backed ITaaS capability claims
- Removed burden of CapEx-intensive projects and costly equipment support

# Business Outcomes

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## For ACME



Agile IT makes it easy to meet fast-changing business requirements



Improved balance sheet with legacy assets written down



IT budgets made to stretch further with capital expenditure down 25%



[NAME] as trusted adviser helping assure security and compliance

## For [NAME]



Moved from supplier of commodities to trusted adviser and consultant



ACME now values [NAME] in non-traditional areas like data center



Developing new IT services catalog and well-positioned for future projects



Services global business being established from a regional base

# Commit To Memory

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## Use professional services:

Get the client used to regular

**hose-downs**

from [NAME] consultants to share latest thinking and prepare the ground for the next sale

## Neutralize rivals early:

Immediately offer professional services-led workshops. Steer the RFP content and influence the client's decision-making process

## Form an unbeatable force:

Ask a senior executive to head-up the bid and bring architects, consultants, and financial and legal experts into the team

## Enable communication:

Use an information-sharing platform to keep everyone abreast of developments and help optimize pricing and financial tools

## Map relationships:

Find [NAME] folk who know people in the client's organization and learn from those insiders and use them to influence the client



## Seize on the client's ideas:

When you're asked for something unusual like an alternative financial model treat it as a great opportunity for **differentiation**