WELCOME TO:

Your Successful AVaaS Strategy

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Strategies for NSCA members leading Sales teams in our Challenging Environment

Agenda (2-3 takeaways)

1. Goals vs Expectations Poll
2. Why is AVaaS a priority?
3. Sales strategy /tactics – what we:
   - Knew
   - Know
4. AVaaS case study – Integrator/Customer view
5. AVaaS practices – Rep view
1. Goals vs Expectations Poll – results
   a. expect 30%+ contraction
   b. expect 10-20%+ contraction
   c. expect to be flat
   d. expect to have a growth yr.
2. Why is AVaaS a priority?

(I am already...)

a. Anxious
b. Busy
c. Focused on an evaporating Q3
d. All of the above
“Most great exploits have to be done under conditions of peculiar difficulty and discouragement”

- Winston Churchill
2. Why is AVaaS a priority?

Where are we now?
“unprecedented…”
- Shock, denial and withdrawal
- Damage control (PPP, Cares etc.)
- Planning
- Execution

HBR Special Edition
- Emergency phase
  - Stabilize- buy time
- Adaptive phase
  - Solve problems with familiar strategies
  OR… innovate
Where are we now? Dr. Kuehl update

… May reboot - V shaped 45 days

… Summertime - V/U shaped 90 days

Either scenario is preceded by

… Dollar Protection Strategy – Cash is King

-- Dr. Kuehl - revised economic forecast 4/7/5/27 NSCA Webinar
Where are we now? Dr. Kuehl update via IMF
Recession Q2 (5%)-Q3 (2%) Q4 2% “Lost Qtr.”
Growth in 2021 4.7%!!
We need to get there from here!

-- Dr. Kuehl - revised economic forecast 4/7/5/27 NSCA Webinar
Review Sales Plans and Verticals that have $

- Healthcare*
- State and Local Govt
- Logistics / Infrastructure
- Utilities
- Professional Services
- Education

** Technology
** Retail
** Govt suppliers
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2. Why is AVaaS a priority?

- Weathering the Business Cycle
  - Seize Advantage in Downturn
  - Cash is crucial in recession – innovative ways to do this…
    - For example subscription pricing
      … customer purchases use of a product – rather than the product itself
      - David Rhodes Daniel Stelter
2. Why is AVaaS a priority?

- Weathering the Business Cycle
  ✓ Seize Advantage in Downturn
  …the best companies do more than survive in a downturn, they position themselves to thrive… during the upturn
  …Waiting to move forward with investments may compromise ability to capitalize when the economy rebounds
  - David Rhodes Daniel Stelter

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2. Why is AVaaS a priority?

Where are we now?

“… we have a good pipeline that preceded Covid – we just need the Reps to close these deals and we’ll be ok”

Vs

“Cash is King”
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Sales Actions

2. Why is AVaaS a priority?

What is wrong with this picture?
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Sales Actions

2. Why is AVaaS a priority?

What is wrong with this picture?

If you try to use what has worked in the past i.e. CAPX – you will not close what you expect – need
Why is AVaaS a priority?

- Selling Managed Services
  - Increase Profit
  - RMR
- Better/ Best option to address Preservation of Cash
- Close business that is delayed/ stalled
  - If prospects are in the Planning stage – this is the best time to have the conversation
“An efficient and successful leader manifests… in small and great matters” (attention to detail)

- Winston Churchill
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Here now ...

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3. What we know
Sales is key NOW– structured communication
Review Sales Plans and Segmentation

5 Step sequence -

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Sales is key NOW–
Review Sales Plans and Segmentation

5 Step sequence -

Human / Empathy
Ask about current workflow – don’t tell/sell
Free help now, it will be remembered
Solutions and application
Assess and revise work environment

** these are all questions – not sales pitches
Steps to take -

1. Knew (Ian’s Evolution… KISS)
   a. Sell monthly payment
   b. Quote monthly payment
   c. Don’t allow perfecting your MSP paralyze

2. Know
   a. Introduce AVaaS early – not as bolt on
   b. Qualify the “20%”- AVaaS interest
   c. Sales skills needs – questions are key
Steps to take -

1. Introduce AVaaS early – not as bolt on
   c. Sales skills – questions are key – i.e.
   - How have the recent developments affected your ability to deliver “User Experience”?
   - How does consistency and dependability impact the new workplace?
   - How do you consume technology?
   - Can you describe your refresh strategy?
   - What are your views on owning the technology vs an “As a Service model”? 

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Steps to take - use cases

1. Bill Graham – Director of OPs /PCD
   - why AVaaS was the key to winning large project
   - Questions – timing …

2. Heather Decheney- National Accounts Mgr./ ASD
   - How to introduce TaaS
   - Keys to success (what how when who)
   - Expectations
   - Questions are key
Cust Focused Selling/ AVaaS

-CFS (including but not limited to)
  - Smart Prospecting …
  - “FIND” business outcomes that deliver the User Experience in the new working environment
  - Handling objections

-AVaaS- now is the time to do this…
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Sales Actions

Steps to take -

** NSCA – tools library – Online
Self paced sales skills for selling AVaaS/TaaS- free for NSCA members!* 
- Self Paced – secure
- Content from CFS revised
- Specific Questions/ process
- Eta – 7/1/2020

* for limited time

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Sales Actions

?????
Thank You!
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