WELCOME TO:

Your Successful AVaaS Strategy

Your Facilitators:

Bob Lobascio – Partner

Len D'Innocenzo- Partner

Use Case contributors: Bill Graham – PCD Heather Ducheney -ASD





Agenda (2-3 takeaways)

- Goals vs Expectations Poll
- 2. Why is AVaaS a priority?
- Sales strategy /tactics what we:
 - Knew
 - Know
- 4. AVaaS case study Integrator/Customer view
- 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?

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(I am already...)
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- 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."

We need to get there from here!

Growth in 2021 4.7%!!

-- Dr. Kuehl - revised economic forecast 4/7/5/27 NSCA Webinar





Sales Actions

Review Sales Plans and Verticals that have \$

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

** Technology

** Retail

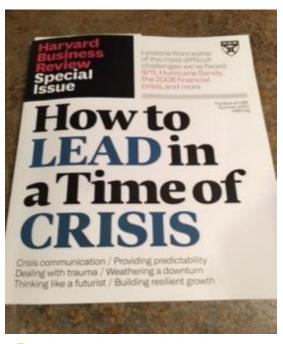
** Govt suppliers





2. Why is AVaaS a priority?

27 articles



- Weathering the Business Cycle
 - ✓ Seize Advantage in Downturn

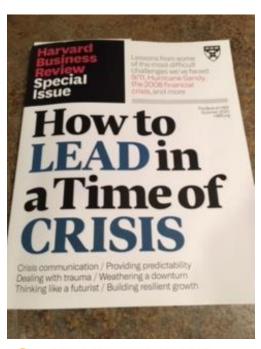
Cash is crucial in recession – innovative ways to do this...

- ➤ 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





Sales Actions

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"





Sales Actions

2. Why is AVaaS a priority?

What is wrong with this picture?





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







Here now

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Sales Actions/ Tactics -

3. What we know

Sales is key NOW– structured communication Review Sales Plans and Segmentation 5 Step sequence -

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Sales Actions Triage 1st step

Sales is key NOW-

Review Sales Plans and Segmentation

5 Step sequence -

H uman / Empathy

A sk about current workflow – don't tell/sell

F ree help now, it will be remembered

S olutions and application

A ssess and revise work environment

** these are all questions – not sales pitches



Sales Actions

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





Sales Actions

Steps to take -

- Introduce AVaaS early not as bolt on
 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"?





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





Sales Actions

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...





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

Announcing



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Sales Actions

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Thank You! Please contact me at:

Bob Lobascio blobascio@corporatesalescoaches.com 303-593-0410



