

W E L C O M E T O :

Your Successful AVaaS Strategy

Your Facilitators:

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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

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- 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.

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2. Why is AVaaS a priority?

(I am already...)

- a. Anxious
- b. Busy
- c. Focused on an evaporating Q3
- d. All of the above

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“Most great exploits have to be done under conditions of peculiar difficulty and discouragement”

- Winston Churchill

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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

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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

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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

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Sales Actions

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 ?

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

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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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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”

Strategies for NSCA members leading Sales teams in our Challenging Environment –

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

Strategies for NSCA members leading Sales teams in our Challenging Environment

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

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“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 -

H

A

F

S

A

Strategies for NSCA members leading Sales teams in our Challenging Environment –

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**

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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

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Sales Actions

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

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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...

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Sales Actions

Steps to take -

Announcing

**** 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

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Thank You!
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