

Increase Cloud Sales through On-Demand Enablement Program

Customer spend on Cloud is growing at an exponential rate.

In 2015 the Cloud Market grew by 28%...

...and by 2019 is estimated to be in excess of **\$141B** (IDC).

Does your sales organization know How to Engage and Succeed in Selling Cloud?

To successfully engage and sell capabilities, and customer insertion and engagement strategies. Sales Managers need to know how to embed, support and drive the required change in sales strategy and behaviours to maximise results.

- Gain the market and cloud knowledge to credibly engage with customers in the line-of-business, IT and DevOps
- Provide the sales knowledge, know-how and strategies required by Sales Managers and Sales Professionals for Cloud sales success
- Equip the sales organisation with the tools needed to land and expand Cloud sales to maximise revenues
- Learn how to embed new sales behaviours and strategies to ensure growth

Suitable for direct and in-direct sales models and teams. The unique design of our program ensures that real outputs are created, through the application of learning to accounts and opportunities as the program progresses, to enable the sales team to immediately develop and expand live opportunities and customers, shorten sales-cycles, and create a new pipeline of opportunities.



The Sales Professional toolkit provides action-based planning and sales tools that are to be applied to create and develop opportunities and accounts.

The Sales Manager toolkit contains action-based planning and sales tools that guide the Sales Manager on how to run the program and coach their team to drive increased Cloud sales revenues.

Sales Managers Track Flow and Outcomes



Consisting of 6 videos and 10 action based planning and learning assets

- Align and provide overview of the On-Demand Program (Sales Professional Track)
- Describe how the role of Sales Manager will change and how to maximize success
- Explain how to validate actions of Sales Team members
- Use the Video and Toolkit content for continuous sales improvement

Sales Manager Toolkit

VIDEO	TITLE	VIDEO ABSTRACT
1	Introduction	High-level overview of the Sales Engagement Training program for Sales Professionals ("Director's Cut"). What you will learn. How to navigate content.
2	Impact on the Sales Manager Role	How the role of Sales Manager is undergoing a fundamental change caused by Customer Adoption of Cloud Solutions and Services. What you need to do as a Sales Manager to exploit the changes.
3	Sales Manager Toolkit	Module by module description of program and how to create success using your team.
4&5	Sales Team Implementation (Part 1 & 2)	How to develop an action plan for each team member (using the toolkit).
6	Sales Team Continuous Improvement	Agreeing action plan for pursuing each Cloud Sales opportunity individual team members actions against best practice (using the toolkit).

Sales Professional Track



Consisting of over 50 videos and over 35 action-based planning and learning assets

- Understand the Cloud Market and the impact on customer buying behaviors and how to respond to these
- Cloud Models and how these are driving new IT operational models, application development and the impact of DevOps model on the sales engagement
- Insertion strategies and tactics to identify Cloud opportunities with the Business and Technical Decision Makers
- Bi-Modal IT and why to assess the customer strategy, and understand typical roadmap to migrating existing IT platform to Cloud
- Business drivers for Cloud and how to use these to create the business case
- Application drivers including IoT and Fog Computing and how these create an opportunity for Cloud
- Apply sales engagement methodology to drive the adoption and consumption of Cloud services and identify five sales actions necessary to build growing annuity revenues

Sales Professional Accelerator

Three hour virtual learning experience with one of our expert Cloud Sales facilitators

- Enable learners to apply capabilities in a safe environment, encourage behavior change, increase performance and sustainability of the program
- Discussion and group coaching to increase sales engagement success

Sales Professional Toolkit

VIDEO	TITLE	VIDEO ABSTRACT	LEARNING OBJECTIVES	TOOLKIT
1	Introduction	Introduction to the Program. What you will learn. How to navigate content.		
2	Cloud Impact to IT and Industry	Definition of Consumption Economics. Comparison of required sales competencies and behaviors with traditional reseller model. Why change is essential.	Explain the phenomenon of Consumption Economics within the IT industry	Consumption Model Quiz
3	Changing Expectations 1: Cloud Impact	Partner Sales Model - Compare and contrast a traditional business model (B2B) with the evolving (B4B) model and understand how to leverage a business outcomes approach to customers.	Identify seven fundamental changes in customer buying behavior brought about by Cloud	
4	Changing Expectations 2: How Cloud Buying Changes Selling	How to adapt the Selling Business Model of the world of Consumption Economics	Explain why Business Outcomes should be the starting point for sales engagement	
5	5 Elements of New Sales Behavior	Call to Action. Why sales need to act now to identify new types of customer buying behavior, account by account.	Define five indicators of changing customer behavior in regard to Cloud adoption	Getting Started - Action Plan Checklist
6	Getting Started: Spotting the Signs of Cloud Adoption	How to identify new types of customer buying behavior, account by account.	Construct an action plan for assessing customer propensity to Cloud Consumption behavior (as an introduction to the details of following VODEs)	
7	Cloud Models			
8	What Makes Cloud, Cloud?	This episode defines Cloud as per the widely adopted National Institute of Standards & Technology definition to ensure that we understand the key characteristics of what makes Cloud, Cloud.	List the five attributes of cloud as defined by the National Institute of standards and technology	
9	How Cloud Delivers Measurable Business Outcomes	This episode describes how the 5 key characteristics of Cloud deliver measurable business value to the organization so that we can see how the technology advantages of Cloud services create compelling business solutions.	Describe how each of the five attributes, described in the previous video, deliver measurable business value to subscribers of cloud services	Cheat sheet on Key Cloud Characteristics and Associated Business Value.
10	Operational Models	How traditional operational models are evolving in IT to order to exploit the capabilities that define Cloud.	Explain how IT operational models are evolving in IT to order to exploit the capabilities that define Cloud	Customer Operational Model Qualifier
11	Applications Needs	How application development is evolving. The impact of the DevOps model on sales engagement with customers.	Describe how application development methodology is evolving to exploit Cloud capabilities	Customer Application Development Qualifier Tool
12	Bi-Modal IT and Why It Matters	Definition of Bi-modal IT and how to use a Bi-modal IT model for existing and new application deployments.	Define the expression Bi-modal	Bi-modal Assessment Process
13	Cloud Migration Strategies	Reviewing a migrating existing IT platform to Cloud	Restate the key steps of the customer journey to Cloud	Customer Migration - Discovery Question Builder Tool
14	Case Study 1	Introduction to your new customer account (fictional enterprise). What options do they have to benefit from Cloud services and which models best suit their needs?		Case Study Brief and Executive Summary
15	Cloud Drivers / Business Drivers			
16	Cloud Financials: CapEx vs. OpEx	Understanding CapEx v OpEx IT. This episode explains some of the key benefits OpEx investments deliver to a customer and provides 10 funding qualification questions to identify opportunities for IT delivered as a Cloud service.	Explain the key financial benefits of OpEx investments	Sales Aide Memoire - cheat sheet of sales questions and tips
17	How Cloud Improves Financial Investment Decisions	How Cloud improves ROI and Payback. This episode clearly explains, with worked examples, how OpEx investments improve 2 of the most fundamental investment metrics, ROI and Payback.	Illustrate how the investment metrics of ROI and Payback are improved through the use of Cloud billing methods to make investment decisions easier	
18	Investment Protection Through Cloud	How Cloud provides better investment protection. How a business can reduce the risk associated with IT investments and creates more compelling reasons for an organization to invest in Cloud services when compared to the procurement of IT hardware.	Identify numerous ways in which better investment protection is realized through Cloud services when compared to traditional IT procurement	
19	How to Win More Deals With Financial Decision Makers	Additional Ways to Improve Financial Investment Decisions and financial investment decisions and risks specifically aid ways to deliver more value.	List 5 ways in which Cloud services improve the financial business case	Aide Memoire - Key Financial Benefits (from previous financial vids)
20	Technical Decision Maker Careabouts	Managing Cost versus Risk. Migration options available to a customer when looking to take advantage of Cloud services, and the potential risks that could challenge their decisions and become potential sales objections if not addressed.	Classify key areas of cost and risk that are derived from Cloud and on-premise CPE deployment	Sales Aide Memoire that lists the key areas of both financial and business risk for discussion with prospective customers
21	Application Drivers			
22	How IoT Drives Cloud Demand	How IoT will have an increasing impact on enterprise IT consumption, in addition to traditional IT needs.	Describe the connection between Cloud and IoT	
23	Fog Computing and the Opportunity	How to understand the implications of IoT applications on the deployment of Fog computing and its relevance to Cloud solutions.	Explain the basic principles of Fog computing	Fog Computing Application Locator Tool
24	How Cloud Storage Solutions Deliver Better Business Value	How the ever-increasing demand for Storage creates a compelling Cloud opportunity. How to understand the key characteristics of Cloud storage that meet exact business needs, with improved compliance.	Describe the 5 key customer challenges experienced by on-premise Storage solutions	Supporting worksheet with engagement tips and opportunity qualification questions, plus account planning tips to aid finding opportunities
25	How Cloud Improves Disaster Recovery and Business Continuity	This video identifies how Cloud services provide a great platform for meeting evolving Disaster Recovery Needs and how to identify the customer organization that could benefit from Cloud services to improve their Business Continuity as they grow.	Describe the biggest problems facing IT with regard to addressing Disaster Recovery and Business Continuity needs	Supporting worksheet with engagement tips and opportunity qualification questions, plus account planning tips to aid finding opportunities
26	5 Areas of Business Value with Cloud Security	Physical security, Network security and Data Privacy can all be positively impacted by Cloud services, providing more customer value, more compliant and more cost effective solutions for your clients	Outline 3 key areas of value that can be realized from Cloud based Security solutions	Supporting worksheet with engagement tips and opportunity qualification questions, plus account planning tips to aid finding opportunities
27	Modern Application Architectures and Cloud	The evolution of different application development methods and architectures.	Describe four different types of application architecture	Case Study Financial Drivers Brief and exercise activity
28	Case Study 2	Applying Cloud financial drivers to the Case Study account		
29	Cloud Impact to Sales Approach			
30	3 Insertion Strategies for Engaging Cloud Buyers	Provides an introduction to the changes in sales tactics and strategies required by new sales approach necessary to be successful when selling Cloud services.	Define 3 different "Insertion Strategies" that can be used for the identification of sales opportunities	Sales Aide Memoir to assist in the engagement with key areas of business owners
31	TDM Insertion Strategy 1: IT's Cloud Strategy	TDM Cloud Sales Insertion Strategy #1 - Understanding the Business Value Qualification of a Customer's Cloud Strategy to help you engage effectively with the right people. Potential questions to pose to enable proactive engagement and an improved contract strategy.	Apply a simple tactic of engagement to identify and qualify Cloud sales opportunities	Qualification question cheat sheet
32	TDM Insertion Strategy 2: Selling to IT	TDM Cloud Sales Insertion Strategy #2 - Understanding the influence of DevOps teams on Cloud Solution sales.	Recognize three key challenges facing an IT organization to find opportunities for how Cloud services deliver operational value	Checklist of Daily Challenges Faced by IT
33	TDM Insertion Strategy 3: Selling to DevOps	TDM Cloud Sales Insertion Strategy #3 - Understanding the influence of DevOps teams on Cloud Solution sales.	Describe key roles within the DevOps model	
34	TDM Insertion Strategy 4: Selling to the CIO	TDM Cloud Sales Insertion Strategy #4 - Understanding Key Cloud Imperatives and key issues for the CIO.	Recognize how the role of the CIO is changing and	Sales Aide Memoire to summarize the key concerns and opportunities for a CIO/CTO or cloud service providers
35	TDM Insertion Strategy 5: Selling to OT	TDM Cloud Sales Insertion Strategy #5 - Understanding the challenges for OT stakeholders.	Describe the relevance of IoT projects to non-IT stakeholders	OT and IoT Technical Decision Maker Locator
36	BDM Insertion Strategy 1: Selling to Lines of Business	Selling to BDMs Part 1 - BDM Cloud Sales Insertion Strategy #3.1 - Identifying the Business Value of Cloud IT Services. The importance of engaging with Line of Business owners to identify where true Business Value can be realized and explore some of the key challenges to avoid when engaging outside of IT.	Give examples of different IT needs of Business Owners who have specific IT needs that can be satisfied through Cloud services	Sales Aide Memoire to remind sales people of key areas of business discussion that can identify Cloud sales opportunities (Part 1)
37	BDM Insertion Strategy 2: Selling to LOB Executives	Selling to BDMs Part 2 - BDM Cloud Sales Insertion Strategy #3.2 - This video describes how to engage with traditional Executives outside of the traditional CIO and CTO roles.	List areas of strategy business value that can be realized through Cloud services	Sales Aide Memoire to remind sales people of key areas of business discussion that can identify Cloud sales opportunities (Part 2)
38	Overcoming Barriers to Success	Overcoming organizational Challenges and Culture. How to identify potential conflicts in the customer organization that could derail or delay a Cloud solution opportunity. How to identify and align with key influencer or change agents of change.	Describe the typical cultural and organizational changes associated with adoption of Cloud	Mapping tool for assessing cultural or political influence
39	Anatomy of a Deal			
40	The Sales Cycles for Cloud Deals	This episode describes the traditional sales cycle and how it is changing and explains why going "Off-Cycle" and changing the way and when we typically engage with prospective customers has to change.	Recognize how customer engagement cycles need to change to deliver measurable business outcomes	Sales Aide Memoire to assist in the engagement with key areas of business discussion that can identify Cloud sales opportunities (Part 1)
41	Integrated Sales Process for Cloud Opportunities	Understanding how to synchronize with the Customer Buying Process (Integrated Sales Process)	Describe the key elements of the Integrated Sales Process (ISP)	
42	Land and Expand Selling 1: Understanding the Micro-Transactions	Definition and expand selling of Micro-Transactions. How to exploit micro-transaction when using Land and Expand sales techniques.	Explain Land and Expand selling and its impact on sales engagement	Micro-transaction cheat sheet
43	Land and Expand Selling 2: Exploiting the Micro-Transactions	Customer Adoption Strategies. How to collaborate with customers using a micro-transaction IT model. How build annuity revenues that grow exponentially.	Describe the profile of a typical customer revenue stream associated with micro-transactions	
44	Land and Expand Selling 3: Maximizing Micro-Transactions	Land and Expand selling opens up opportunities for both new Cloud solutions and existing infrastructure solutions. How to maximize any opportunity through thorough qualification	Describe how to link business processes to demand for other traditional architectures and solutions such as LAN/WAN and Security	Cloud Solutions checklist, to include pull through of associated solutions (WALM refresh, Security, UCS, etc.)
45	Case Study 3	Identifying and engaging with key stakeholders (BDM and TDM) within the Case Study account		Customer engagement brief and executive activity
46	Capturing the Opportunity			
47	Selling to the Healthcare Industry	Overview of the trends, the drivers and challenges in healthcare organizations that provide a great opportunity to sell Cloud based IT solutions.	List the key industry drivers affecting the healthcare organizations	Supporting worksheet with engagement tips and opportunity qualification questions, plus account planning tips to aid finding opportunities
48	Selling to Financial Institutions	With Digital Banking Strategies on the increase, new legislation and evolving competition, Cloud becomes a great business enabler for financial services organizations.	Give examples of creative pressures that are driving the demand for industry IT solutions	Supporting worksheet with engagement tips and opportunity qualification questions, plus account planning tips to aid finding opportunities
49	Cisco Services			
50	Business Cloud Advisor	Overview of Business Cloud Advisor. How and when to introduce BCA into the sales process.	Explain what the Cloud business Advisor service is	Customer Roadmap example and checklist
51	Domain 10	The Domain 10 model and workshop: relevance to Cloud migration. How and when to introduce Domain 10.	Explain what the Domain 10 service is	
52	Cloud Consumption Services	Cloud Consumption service for discovering customer cloud service and Shadow IT.	Identify the benefits of Cloud Consumption Services for customers	
53	Bi-modal Approach			
54	Winning Mode 1: Finding Opportunities for Transformation	How to build a compelling Customer Roadmap. Consumption economics allows businesses and organizations to roll out new projects incrementally over months and years. An agreed customer roadmap provides medium and long term visibility of sales revenue.	Compare traditional customer roadmap for IT adoption with new model	Customer Roadmap example and checklist
55	Winning Mode 2: Understanding the Value Chain	Understanding the Customer Value Chain. The Customer Value Chain, Supply Chain and Demand Chain and their relevance to finding sales opportunities in the environment of Consumption Economics.	Recognize the relevance of Porter's Value Chain to identifying new sales opportunities	Value Chain cheat sheet
56	Winning Mode 2: Leveraging the Value Chain	Identifying Value Chain Hotspots. Deep dive on Value Chain describing how to create demand for new ICT/OT solutions.	Provide a deeper understanding of the Value Chain model and how to use it as a sales tool	Hotspot Locator Tool
57	Winning Mode 2: Business Process as a Service	How to identify and exploit gaps in the Customer Business Process Model. How to introduce the B4BaaS model.	Explain how business processes operate within the Value Chain model	
58	Objection Handling	This episode explains some of the most common Cloud "Sales Objections" you are likely to experience with some tips on how to deal with them effectively.	Recall a list of common objections to Cloud adoption	Sales Aide Memoir to address effectively handling Cloud sales objections
59	Pipeline Optimization 1: Agreeing on Customer Success Criteria	Process the agreeing Customer Business Outcomes. How to identify and agree the business outcomes for the customer at each stage of the roadmap roll out.	Explain how to use the Selling Business Outcomes model for customer engagement	
60	Pipeline Optimization 2: Qualification Techniques	Pipeline Qualification Criteria. Definition and description of the customer Buying Process for Consumption Economics models. How and when to use qualification activities for optimum results. How to avoid wasting valuable sales time on deals that won't close.	Relate opportunity qualification actions to the Customer Buying Process	Pipeline qualification cheat sheet
61	Pipeline Optimization 3: Maximizing Land and Expand Opportunities	Pipeline Optimization Tools. An opportunity checklist for each of the two phases of the sale, Land and Expand. How to use the checklist to give the opportunity forward.	Describe the differences between two phases of the sale - Land and Expand	Land opportunity checklist and expand opportunity checklist
62	Pipeline Optimization 4: Six Pipeline Success Factors	Pipeline Success Factors. A deep dive on six Pipeline Optimization Factors that improve sales pipeline quality and sales effectiveness.	Apply the six different Pipeline Optimization factors to a sales opportunity	
63	Case Study 4	Identifying the Case Study customer roadmap and managing the sales cycle		Pipeline management exercise and activity