

# HOW TO ENABLE TRANSACTIONAL/PRODUCT FOCUSED SALES PEOPLE TO SELL 'AS A SERVICE' AND EMERGING TECHNOLOGY



**Fiona Challis,**  
**EMEA Partner Transformation Manager**

@gen\_sales

[Fiona@fionachallis.com](mailto:Fiona@fionachallis.com)



**Tracy Pound, Managing Director,**  
**MaximITy,**

[@TracyJPound](https://www.instagram.com/TracyJPound)

[tracy@maximity.co.uk](mailto:tracy@maximity.co.uk)



[www.comptia.org](http://www.comptia.org)





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Submit questions via the Q&A panel through **WebEx**



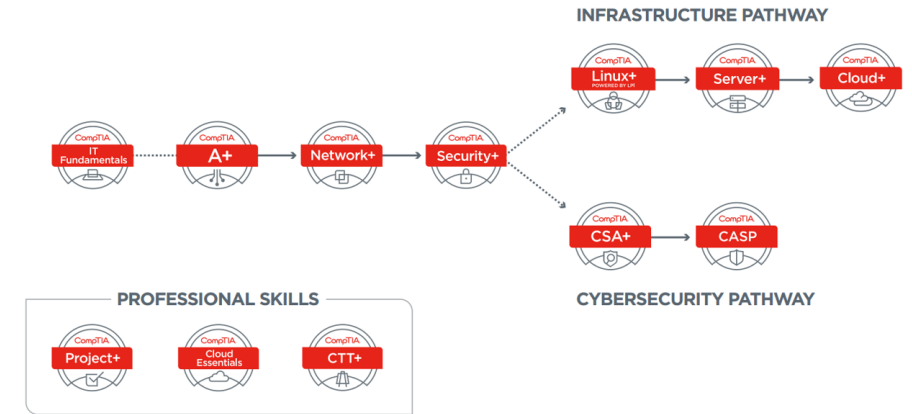
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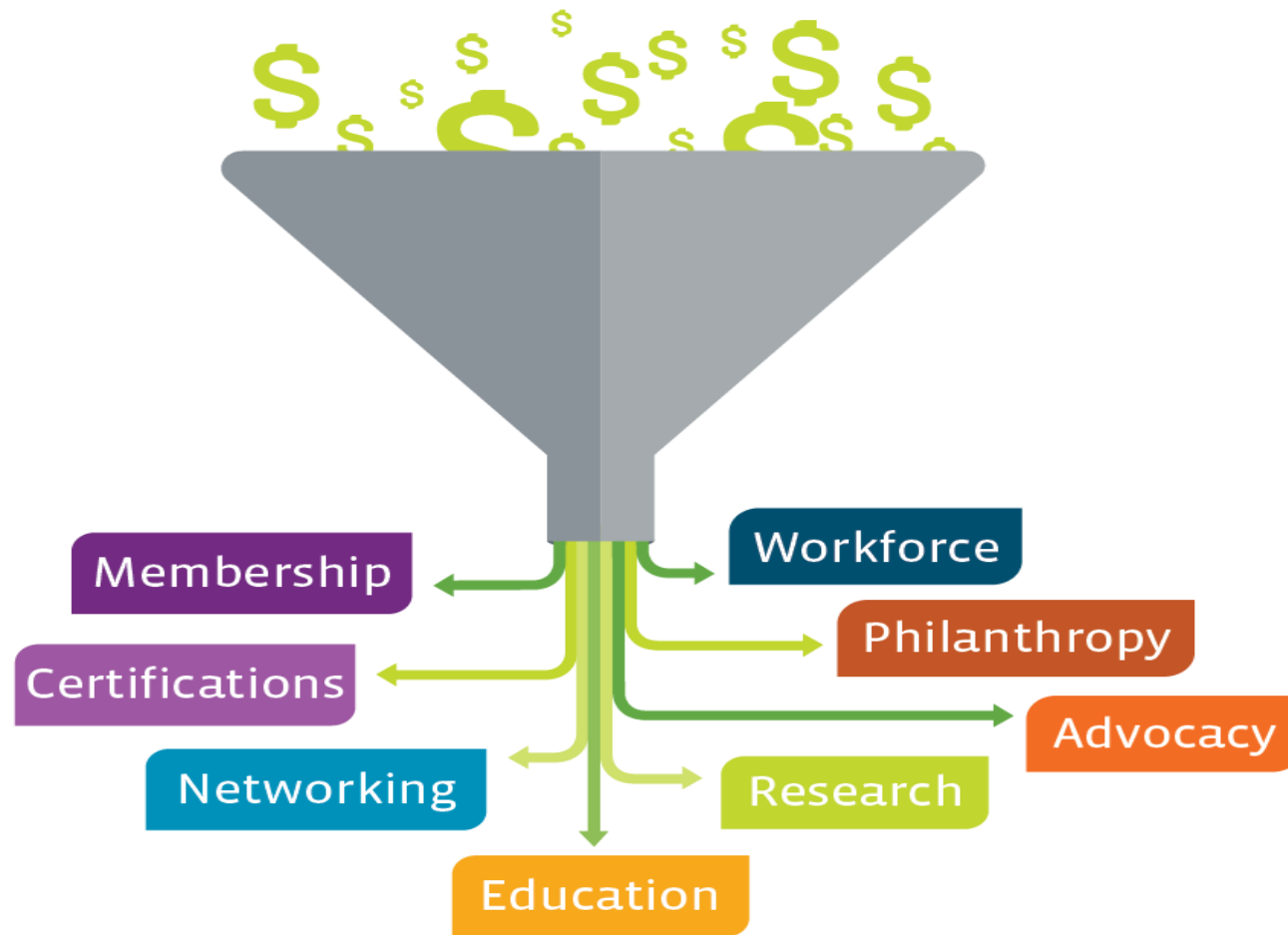
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- Global technology trade association – headquartered in Downers Grove, IL
- Not for profit, self-funded industry organisation
- Global leading provider of vendor-neutral IT certifications
- Certifying 350,000 IT professionals in 100+ countries annually
- 2.5 million certifications sold
- 2,000 Corporate members and 165,000 Registered Users









- Research
- Industry Insight
- White Papers, Blogs, Fast Facts
- Training Guides
- Training Workshops
- Webinars
- Best Practices
- Standards
- Networking Events
- Social Media Groups





# CompTIA. COMMUNITIES



INCLUSIVE  
NETWORKING  
PARTNERSHIP  
EDUCATIONAL  
EXPERIENCED

**LEADING**  
FRIENDLY  
INFORMATION  
ENGAGED  
LISTENING  
MENTORING  
EVANGELIST

ENTREPRENEURIAL  
AWESOME  
**INNOVATION**  
SUPPORTIVE  
**INSPIRING**  
COLLABORATION

BROAD  
OPEN  
GROWING  
KNOWLEDGE



# UK Channel Community



- UK-specific discussions, and provides an understanding of how CompTIA can best serve the UK channel and its members
- Together, we're advancing the UK IT industry

[ejohannes@comptia.org](mailto:ejohannes@comptia.org)





# CompTIA UK Channel Community Regional Meeting – Manchester

March 5, 2019 - March 6, 2019



## CompTIA. Community Forum

March 11-13, 2019 | Chicago Marriott Downtown





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[@gen\\_sales](#)  
[Fiona@fionachallis.com](mailto:Fiona@fionachallis.com)



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# In Today's Webinar

- The biggest changes facing the IT Sales Profession in 2019
- Why we are seeing the shift from transactional sales to 'As a Service'
- How buying technology has evolved & how our sales process, approach and mind-set must evolve with it
- Which emerging technologies you should be betting on for 2019 and how to successfully sell emerging technologies
- Key skills every successful sales professional & team absolutely must master in the next year

**Are you ready for 2020?**



Q&A in the last 10 minutes

Send us your questions in the chat box



# Why We Are Moving From Transactional/Product Focused Sales to Selling 'As a Service'



# Customers Want A New Way Of Doing Business





# Subscription & Pay As You Use



## The Porsche fleet. At your fingertips.

Discover ultimate vehicle flexibility with Porsche Passport.  
Drive a Cayenne on a Monday and a 911 on Friday.

[Become a member >](#)



## Porsche launches car subscription service in the US

Smartphone app-based Porsche Passport subscription service allows drivers access to a 22-model range



# Buy On Demand





# UBER Easy To Do Business With





# The Customer Has Won

## “Pay as you go “

Cloud & Services

- Add users
- Subtract users

## “Pay as you use “

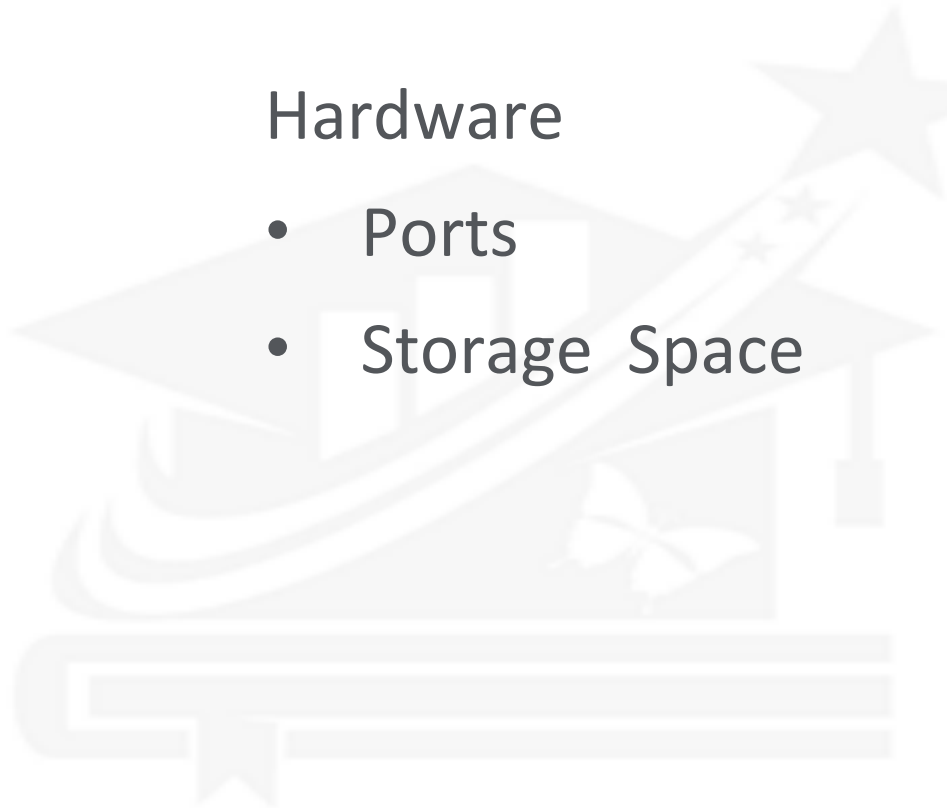
Hardware

- Ports
- Storage Space

## “ Device As A Service “

Hardware

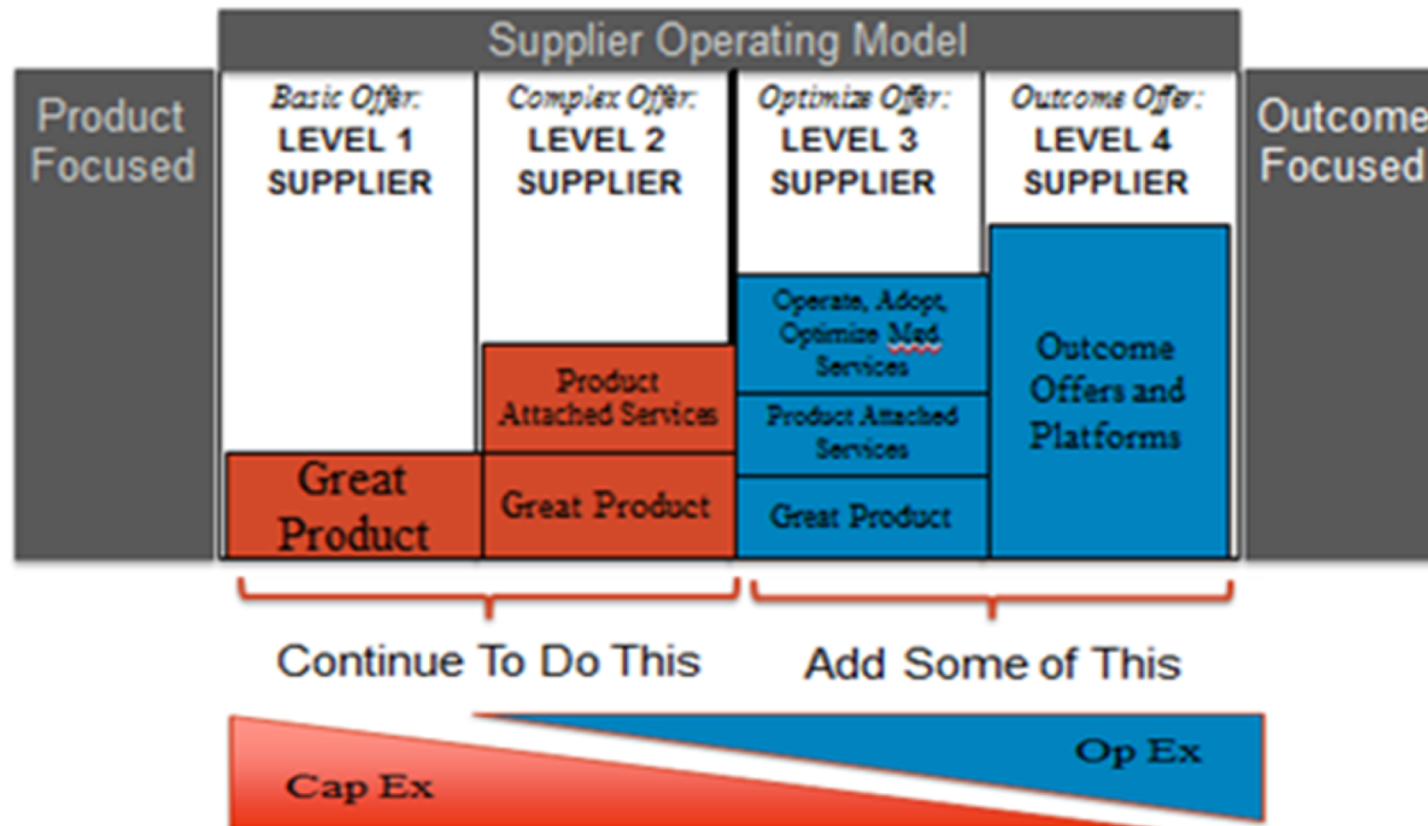
- Leasing
- Vendors acting as banks





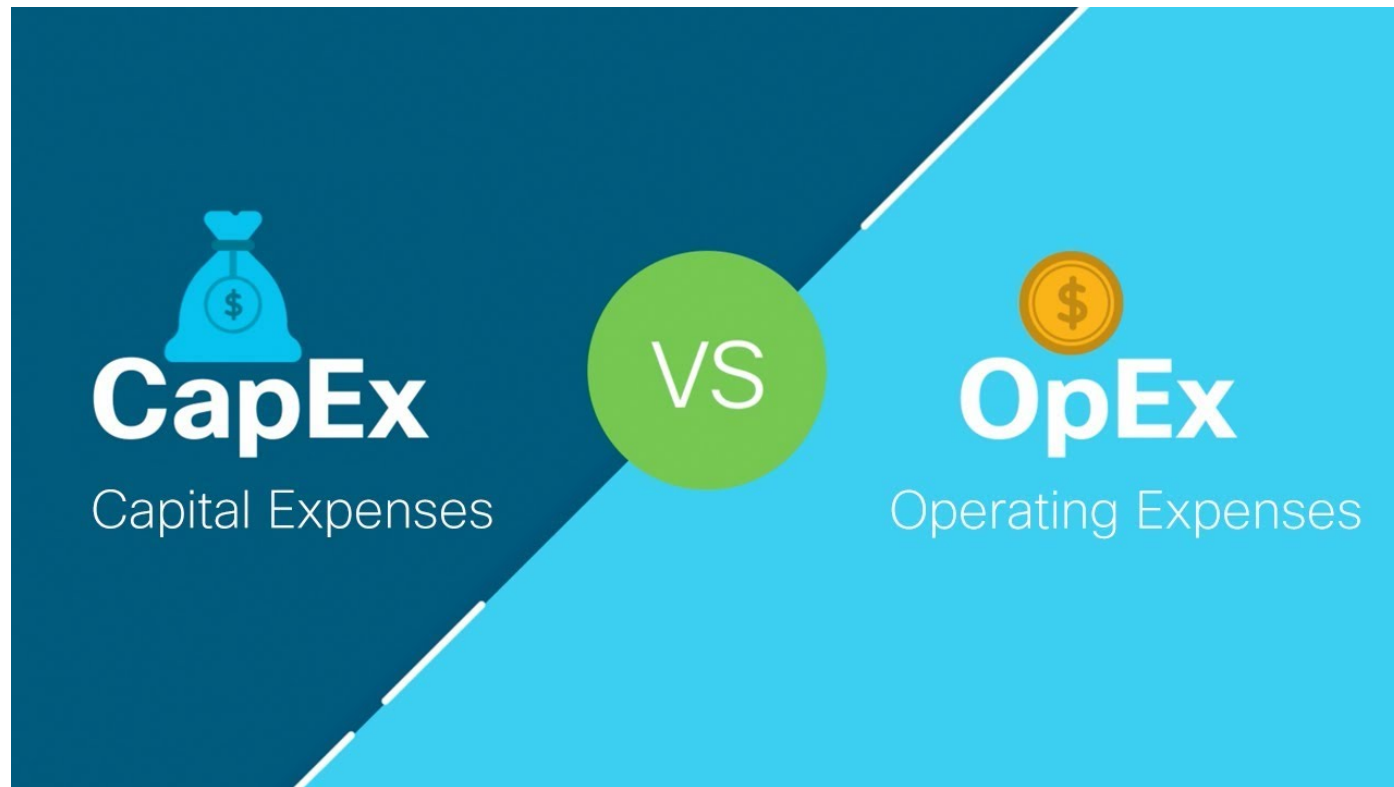
# Partners Are Evolving

"subscriptions" "recurring" "ratable" "annuity" "consumption-based" "performance-based"





# Have you evolved your sales process?









# Traditional IT Sales

WOLF OF WALL STREET QUOTES

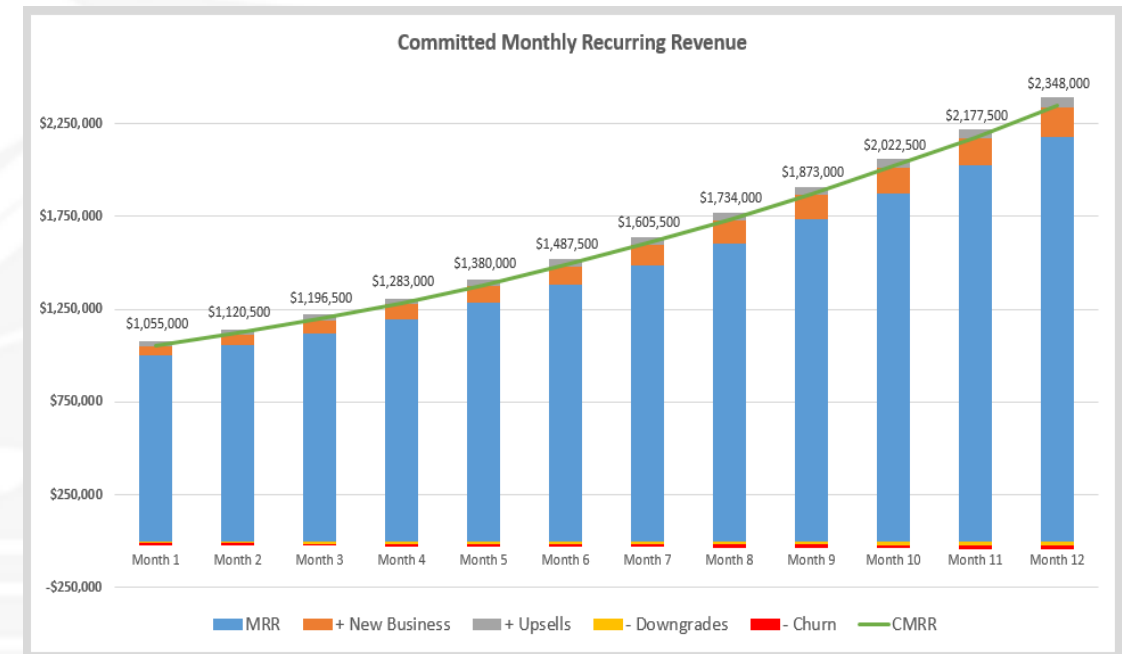
**IT'S BUSINESS,  
LEAVE  
YOUR EMOTIONS  
AT THE DOOR.**





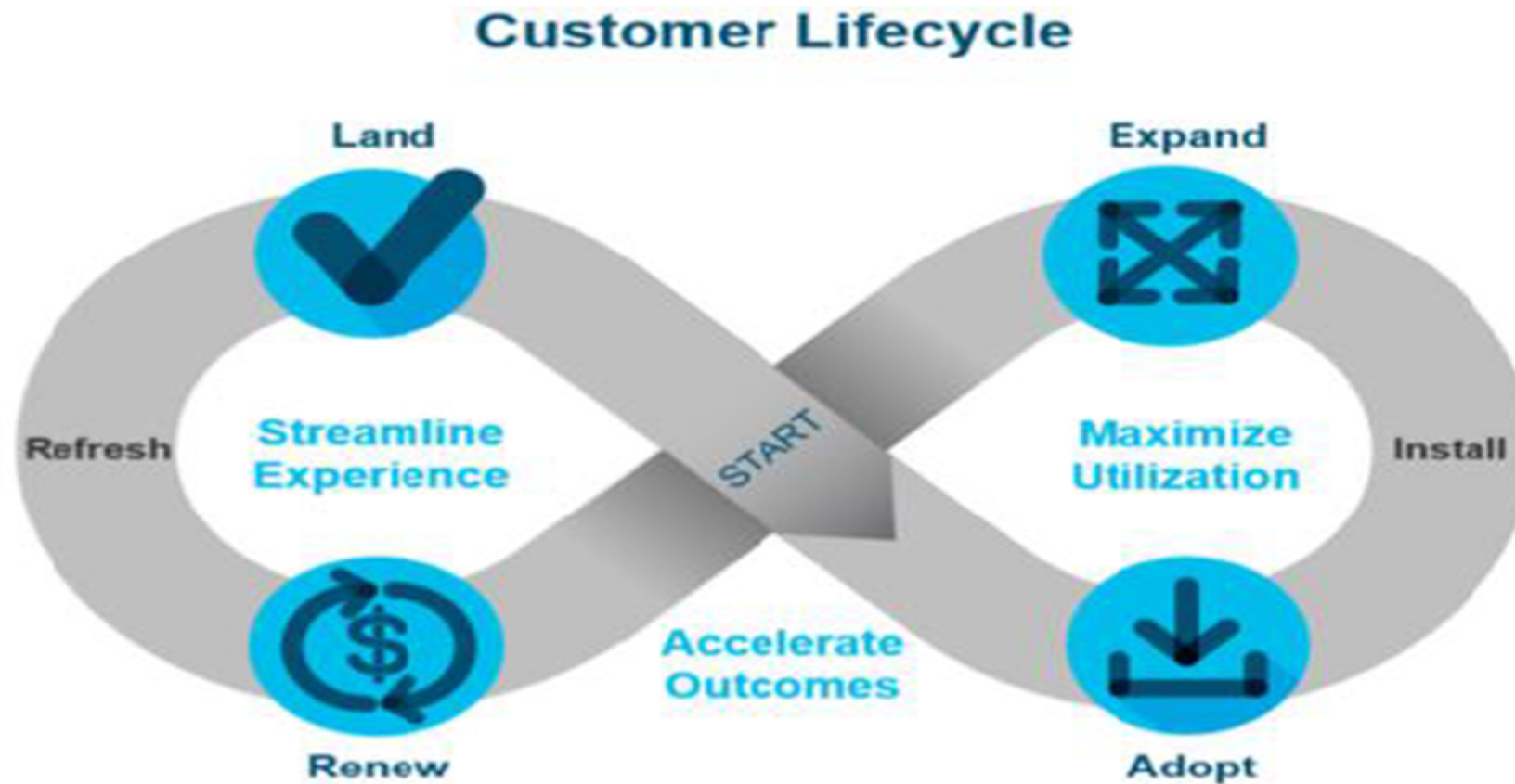
# Sales Motion & Comp Plan Changes

- The initial handshake is just the beginning of a long relationship
- Moving away from "get the deal" culture and towards a relationship-focused approach and keeping customers for life.
- Shift from Short Term to Long Term (3-5 year outlook) as the customer has to stay on board with the subscription service for a matter of years before showing real profitability
- Compensation plan changes to drive the right behaviour





# Keeping Customers For Life





**Customers have changed  
how they buy &  
who is doing the buying!**



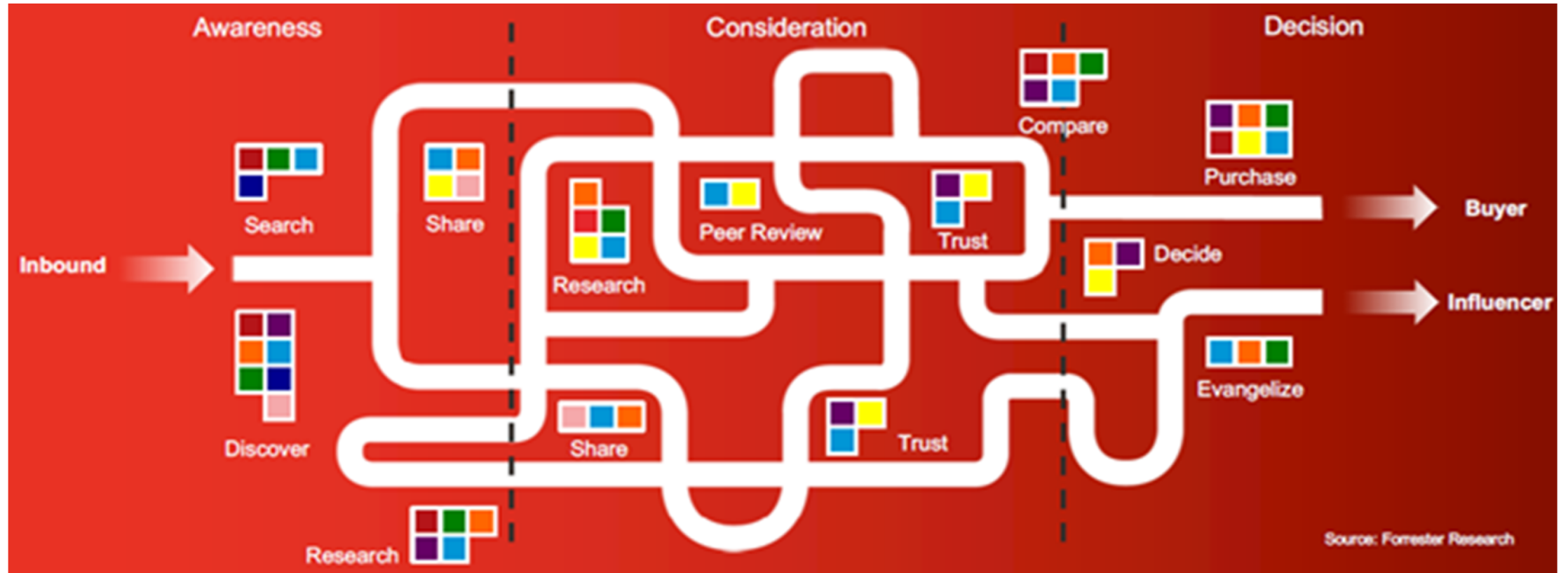
# Old Buyers Journey

Prospect contacts Sales





# Complex Buyers Journey





# New Buyers Journey

Source: *sirius Decisions*

Self Initiated



67%

Of the buyer's  
journey is now  
done digitally



# B2B Decision Making Process

Source - CEB:

Invested



57%

Of the purchase  
decision is  
complete before  
a customer even  
calls a supplier



# Do Customers Still Need Sales ?

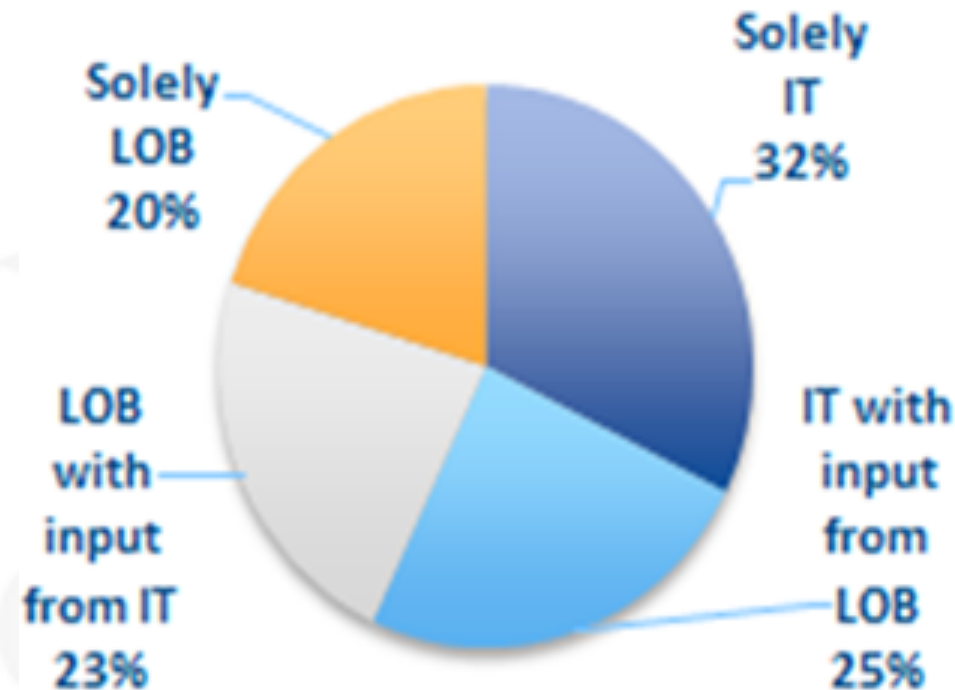




# Decision Makers have also changed

Source: IDC's European Enterprise Communications  
Survey, 2016; n = 1,088 (Western Europe)






## Budget Control for New Projects





# The Next Gen Sales Acceleration Academy™

# The Generational Shift

<b>Maturists</b> (pre-1945) Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women		<b>Baby boomers</b> (1945-1960) Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated		<b>Generation X</b> (1961-1980) Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises		<b>Generation Y</b> (1981-1995) 9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth		<b>Generation Z</b> (Born after 1995) Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks	
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“Millennials represent a growing percentage of the workforce. **By 2020, it's estimated that they'll represent 46% of professionals** in the United States” Sales Force

Millennials used to be the “new” generation that marketers and sales people needed to start focusing on – and while millennials are definitely increasing in terms of buying power, **there is a new generation emerging that both marketers and sales people need to be aware of: Gen Z**







# Adoption of Technology Changes How We Engage



Google  
Hangouts



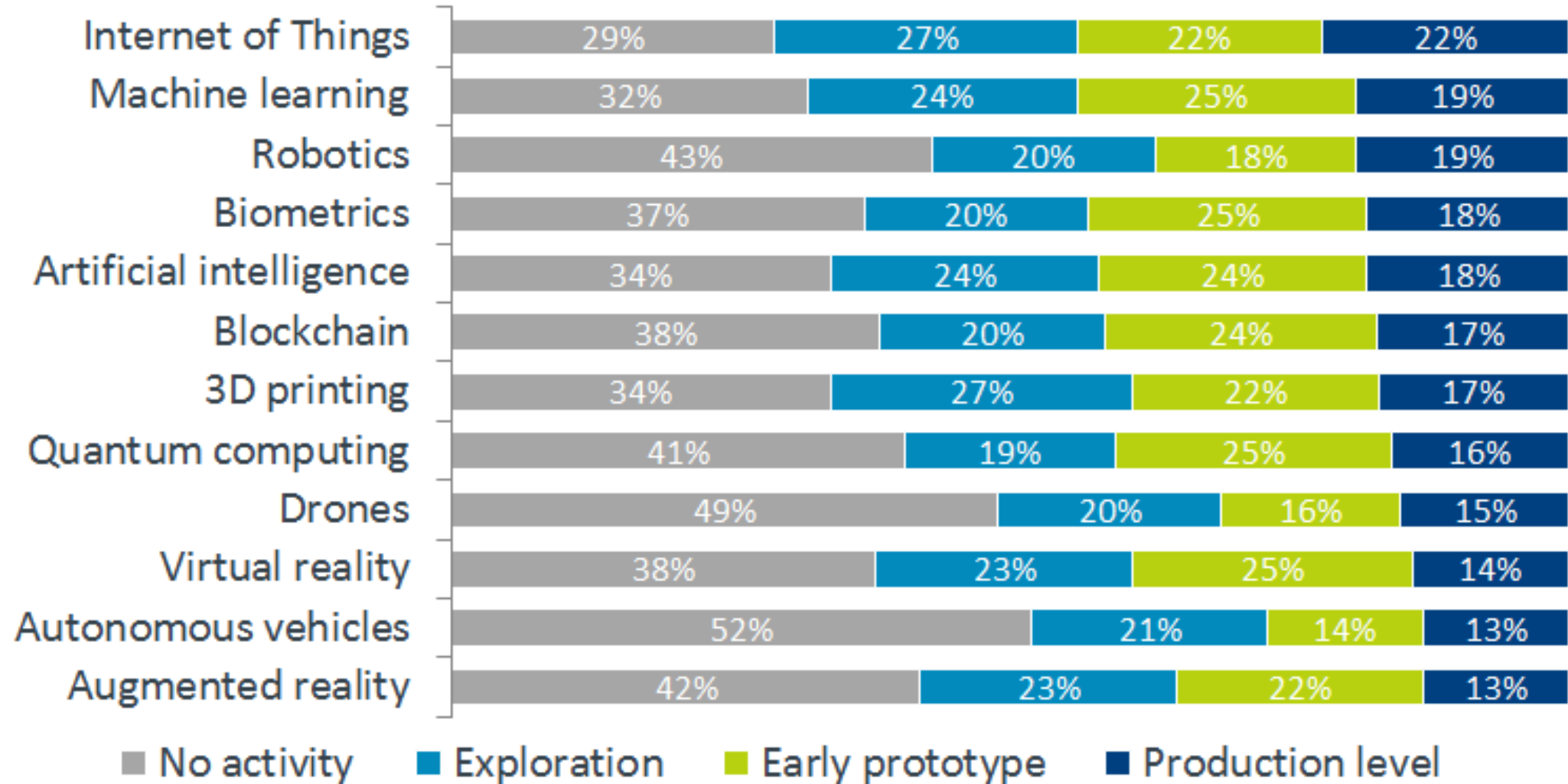


# Which Emerging Technologies To Bet On?



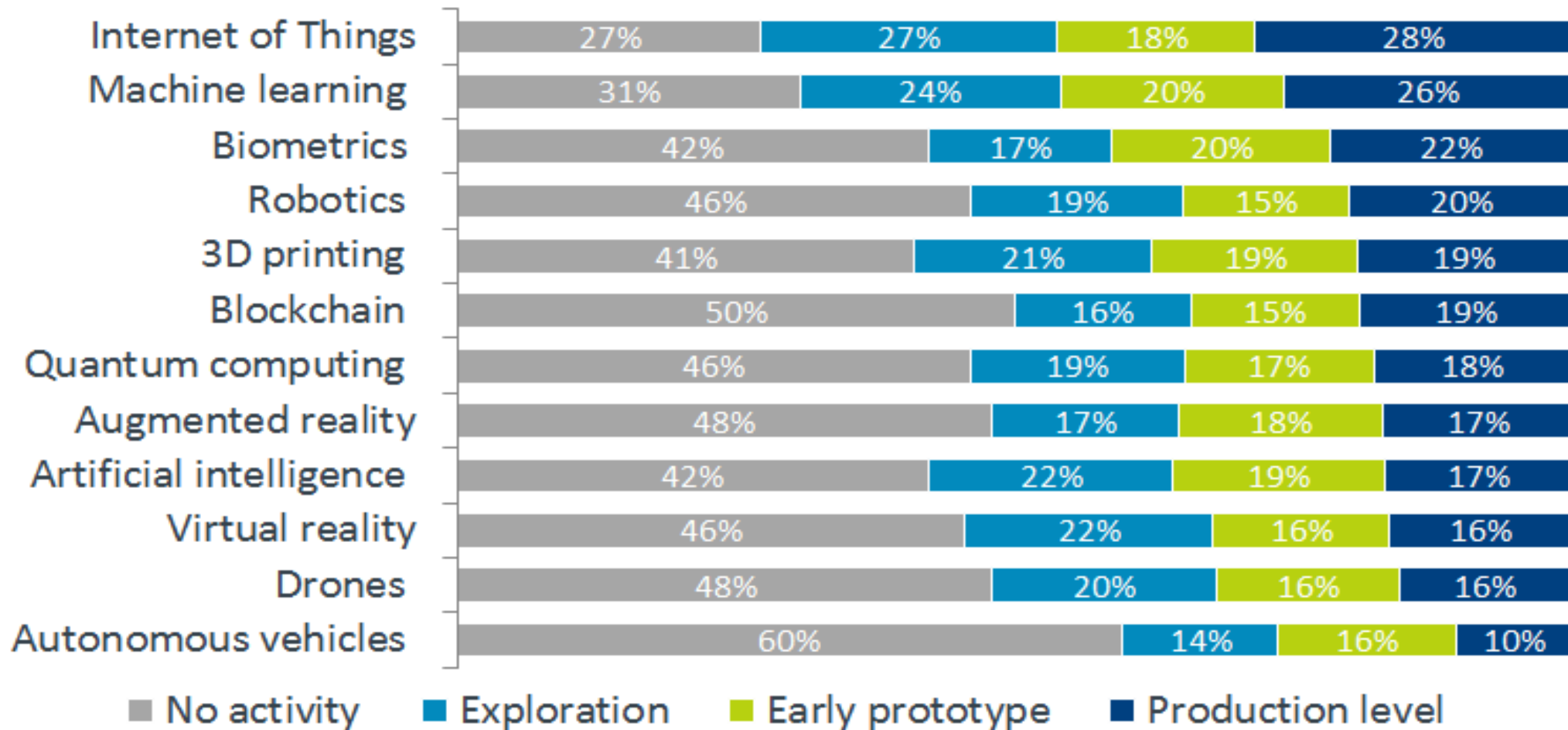


# Adoption of emerging technologies – early 2018



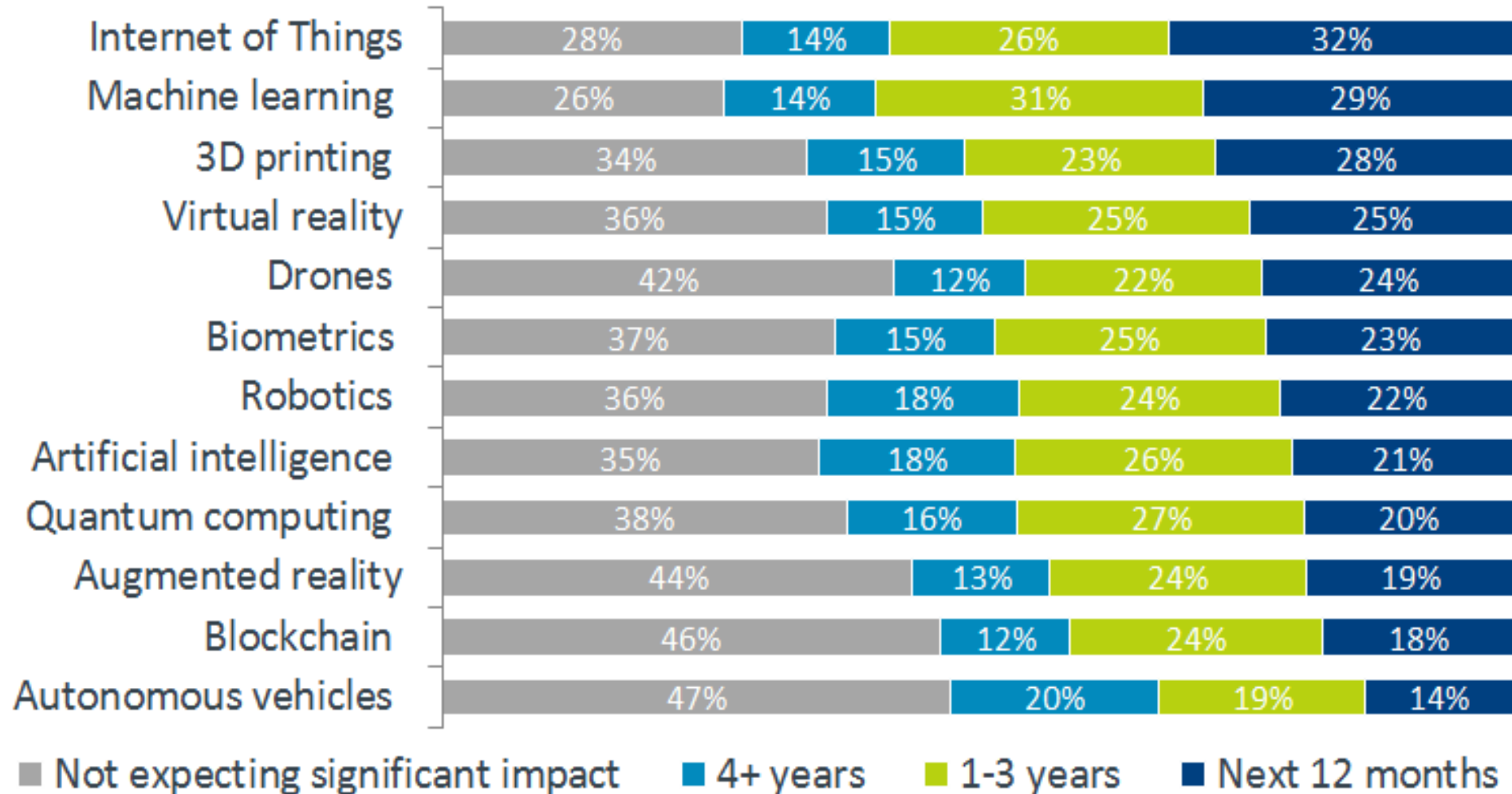


# Adoption of emerging technologies – Late 2018



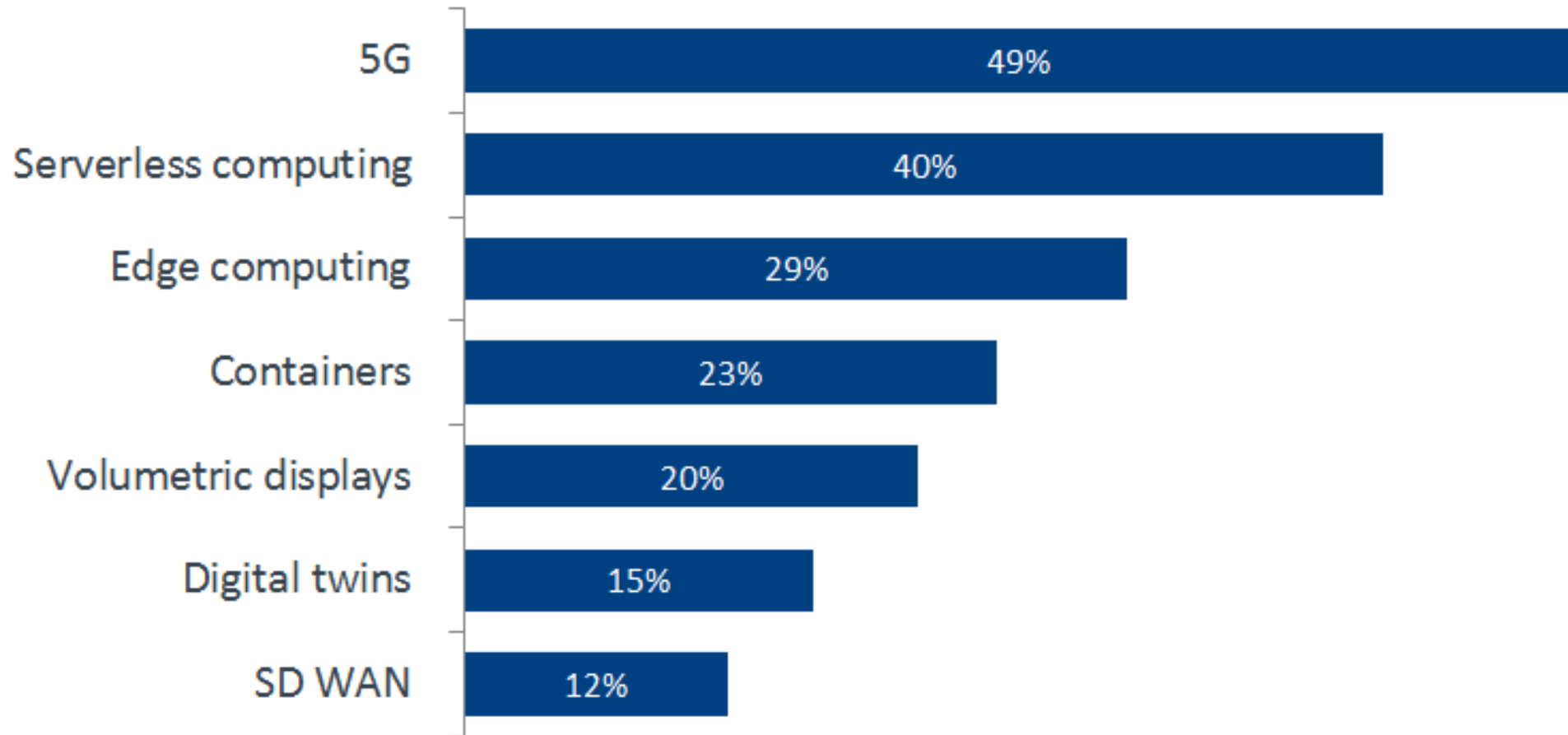


# Timeframe for potential impact





# Other technologies on the radar screen





# Major Factors Behind Decision to Offer Emerging Techs

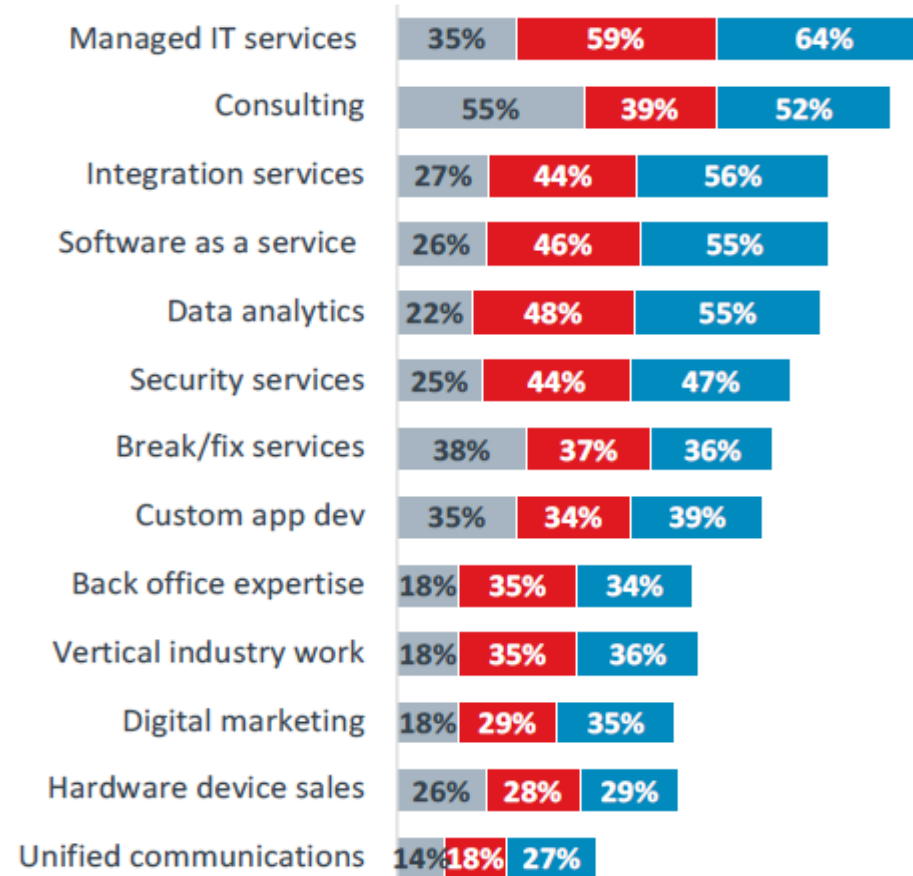
1. Customer demand (72% of respondents)
2. Better revenue opportunity than current portfolio (59%)
3. Competitive differentiator (52%)
4. To avoid obsolescence (44%)
5. Vendors are pushing us in this direction (32%)



# Bread & Butter Offerings

Services Provided by Channel Firms by Company Size

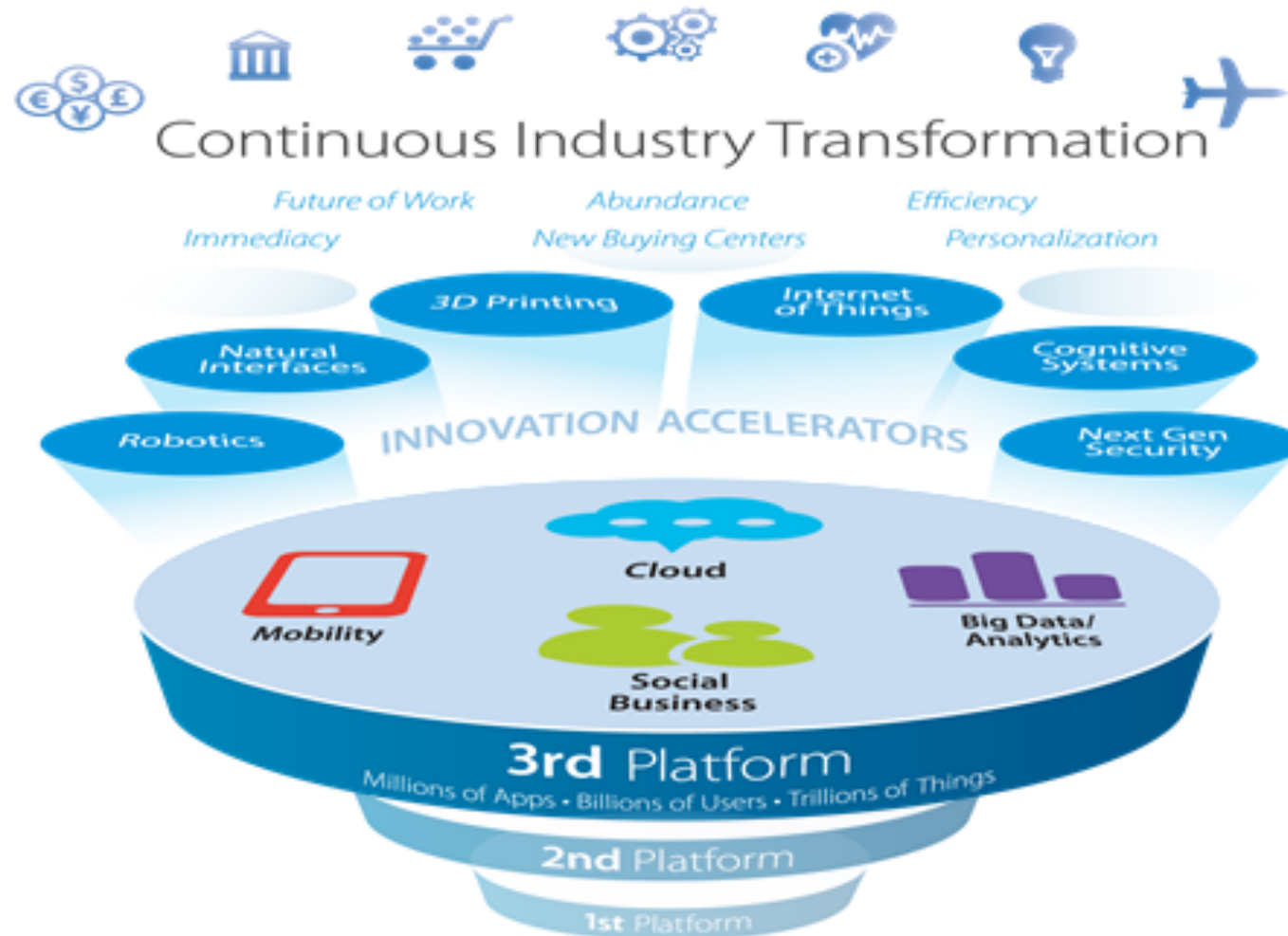
■ Small (1-49) ■ Medium (50-499) ■ Large (500+)





# IDC 3rd Platform Driving Transformation

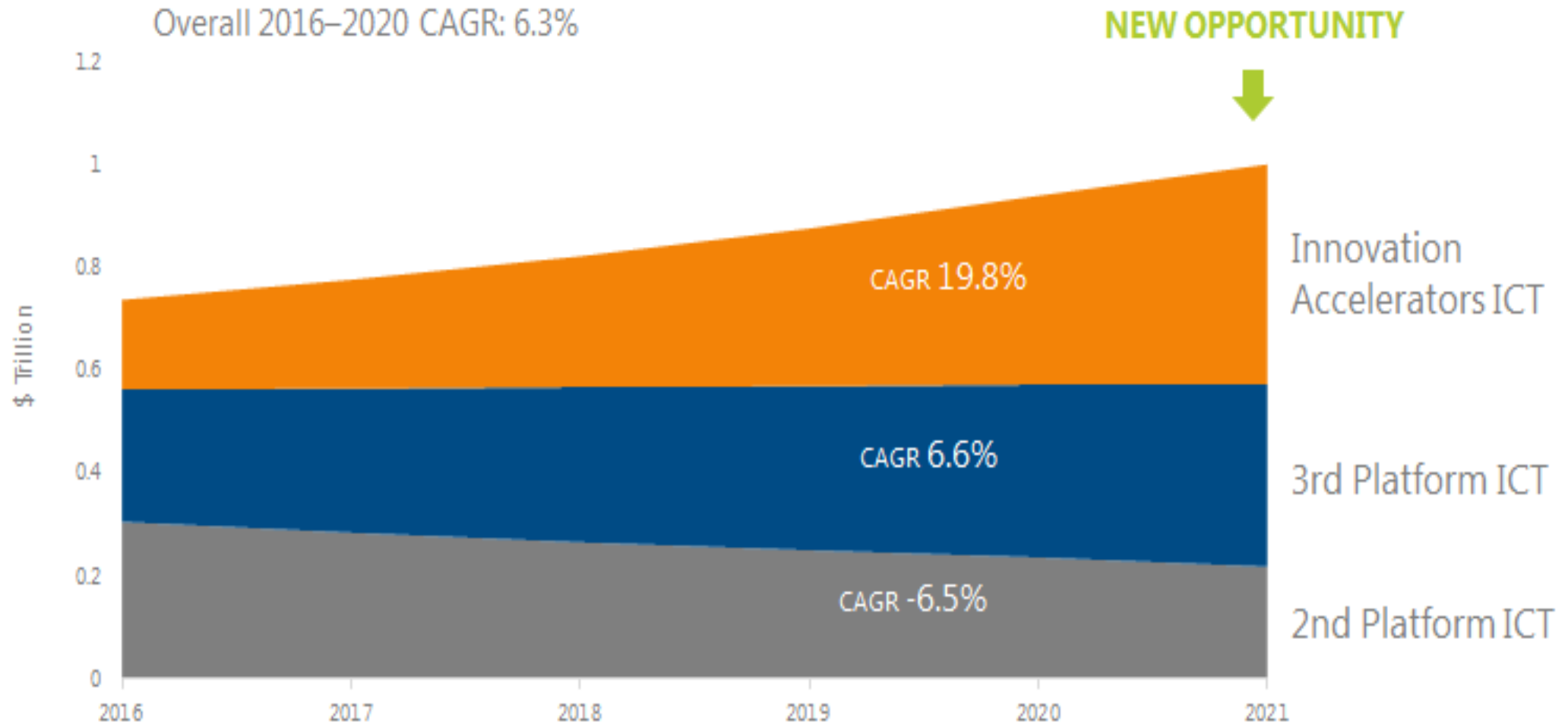
Source: IDC 2014





# Technology Decline Vs Growth

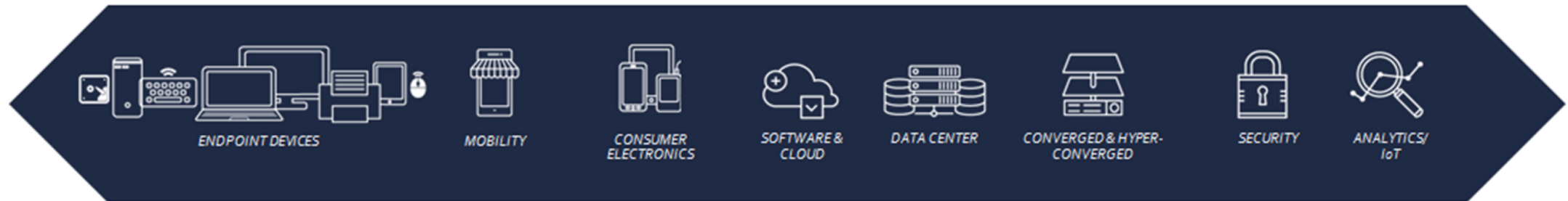
Source: IDC Digital Transformation Spending Guide 2016





# Greater integration of products, services & solutions

## END-TO-END CAPABILITIES REQUIRED





# Microsoft EOL presents a great revenue opp.

It means Microsoft will no longer support and fix the software. It will abandon it to focus its teams on supporting newer software.

This creates four key challenges for businesses still using it:

## Challenge 1

If it breaks...  
it'll  
stay broken.

## Challenge 2

If you need support  
on a problem  
you've  
not come across  
before, there'll be  
no-one there to  
help.

## Challenge 3

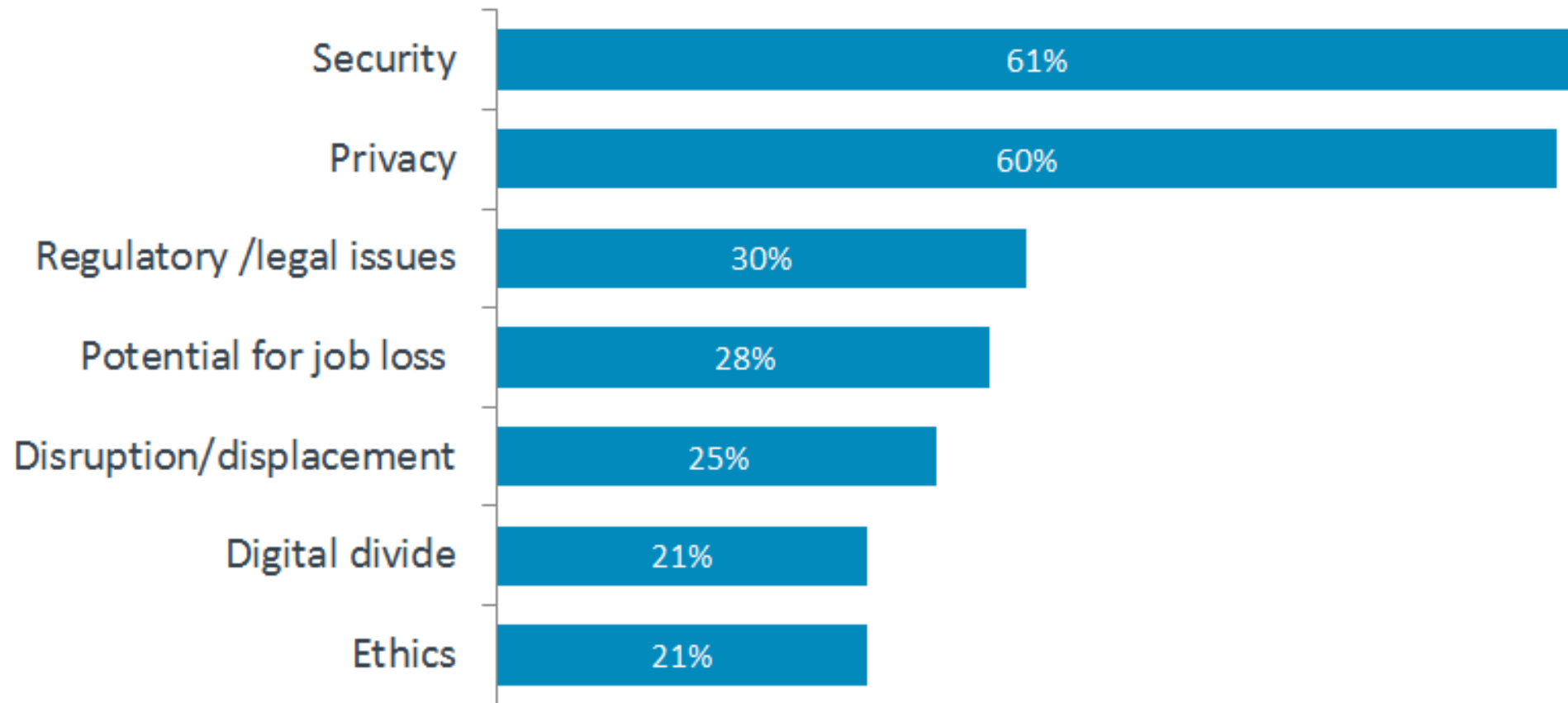
GDPR  
requires that any  
software you use is  
suitable. End of life  
software doesn't  
count

## Challenge 4

EOL software is commonly  
targeted by hackers because  
they can exploit old  
Vulnerabilities and know MS  
won't spot it. This creates  
huge data security  
problems



# Security is a pressing concern for customers





# Opportunities can also present a challenge

## Emerging Tech Skills Gap Ranks As The Top Growth Inhibitor Concern Among UK Channel Partners

Source- CompTIA State of the Channel



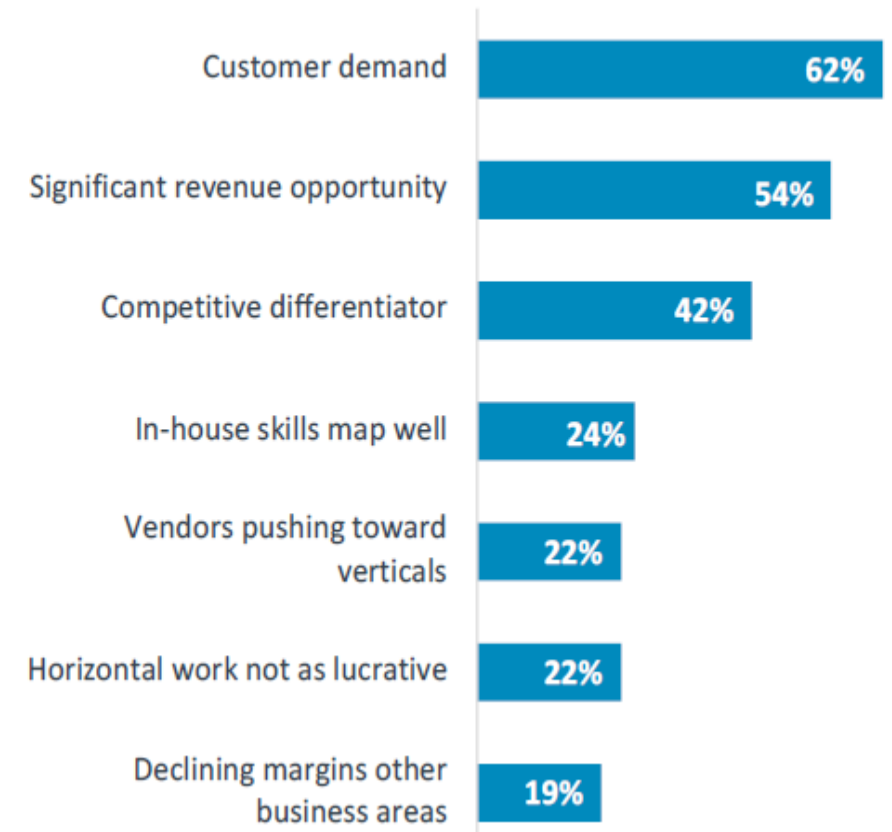
# How To Help Your Team To Successfully Sell Next-Gen/ Emerging Technologies?



# Nail A Niche

- Specialization is getting more real
- Customer demand for a technology provider with vertical industry skills and applications knowledge is on the rise.
- “Nearly two thirds of channel firms say they embarked on a vertical specialty to satisfy customer demand and as a competitive differentiator”—CompTIA State of the Channel
- Embracing a niche will deliver a proven competitive advantage

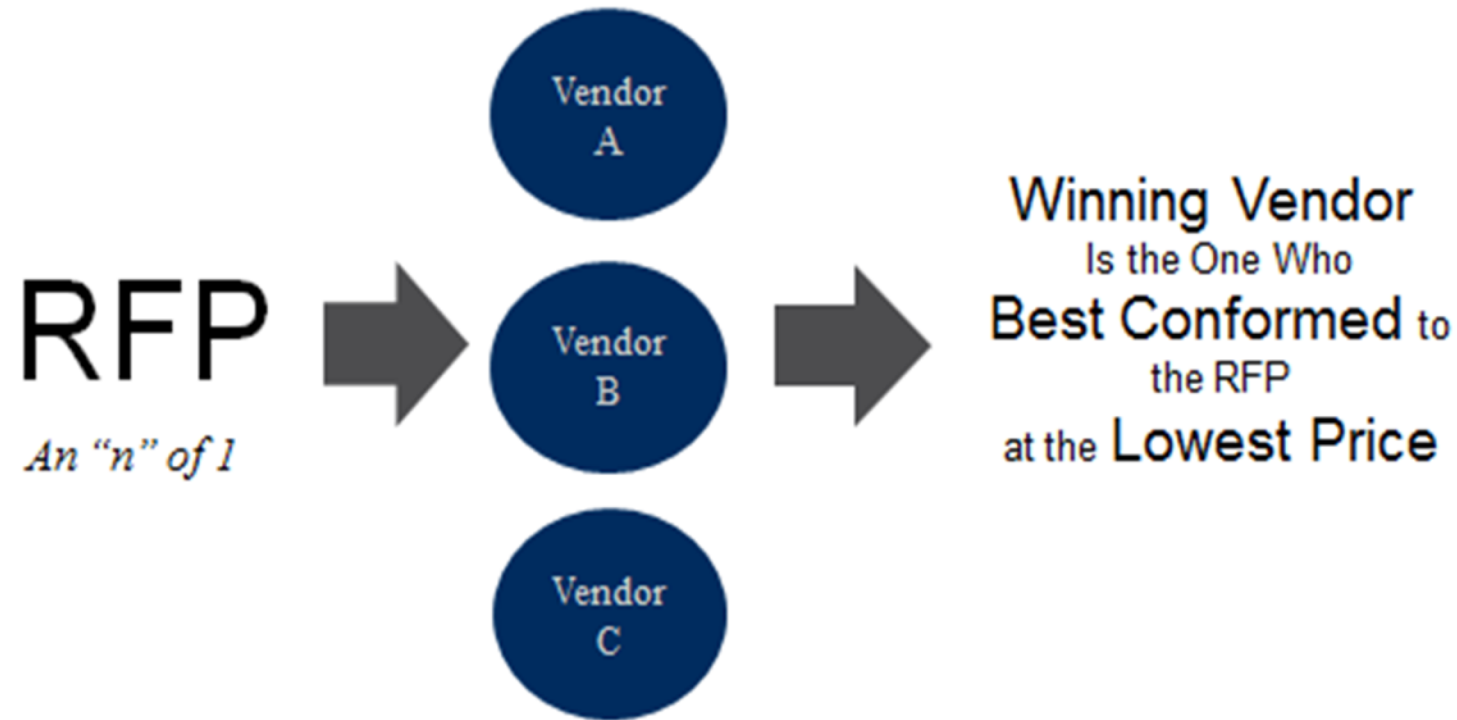
## Demand Drivers for Vertical Specialization





# Take The Lead Not The Order

The Traditional Purchase Journey Was Customer-Led





# We Are Selling Change





# Selling Business Outcomes

←  Retail IoT Next Gen Outcome story v2





## Outcome Chain

Outcome



...

Improve Customer  
Experience

...

Increase Operational  
Efficiency



# Selling Business Outcomes

←  Retail IoT Next Gen Outcome story v2



## Outcome Chain

Outcome

Improve Customer  
Experience

Increase Operational  
Efficiency

Key Strategies

Transformational  
long term change

Strategic 12-24  
months

Tactical - 3-12  
months



# Selling Business Outcomes



Retail IoT Next Gen Outcome story v2



## Outcome Chain

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Improve Customer  
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Increase Operational  
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Transformational  
long term change

Strategic 12-24  
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Tactical - 3-12  
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Financial  
Results

Reduce OpEx

Increased revenue

Reduction in costs



# Selling Business Outcomes

←  Retail IoT Next Gen Outcome story v2



## Outcome Chain

Outcome

\*\*\*  
Improve Customer  
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Key Strategies

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Transformational  
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Strategic 12-24  
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Tactical - 3-12  
months

Financial  
Results

\*\*\*  
Reduce OpEx

\*\*\*  
Increased revenue

\*\*\*  
Reduction in costs

Operating KPIS

\*\*\*  
Improve Inventory  
Accuracy

\*\*\*  
Improve Customer  
Experience

\*\*\*  
Sales KPIs



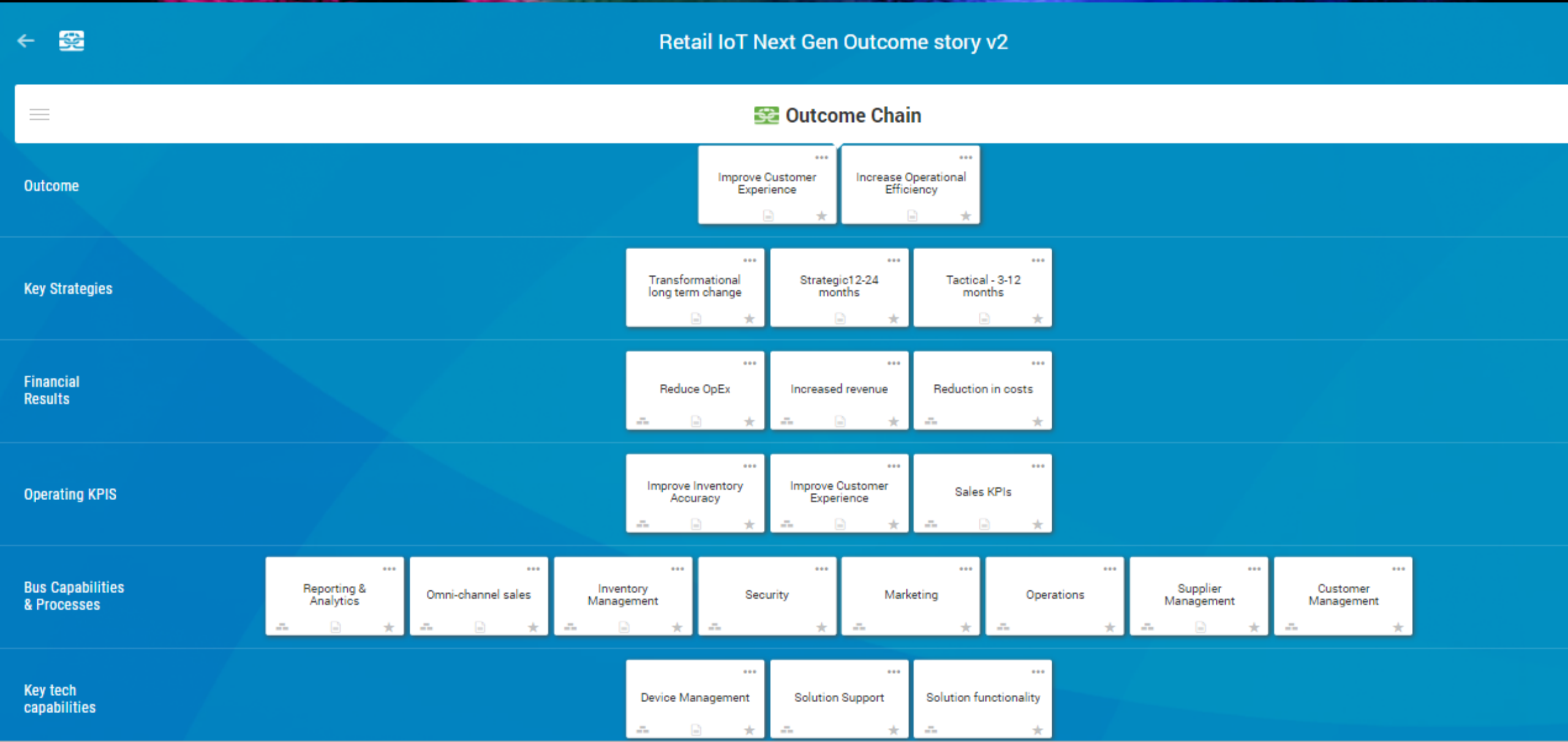
# Selling Business Outcomes

←  Retail IoT Next Gen Outcome story v2





# Selling Business Outcomes





# Selling Business Outcomes





# Selling Business Outcomes



*What we sell is the ability for a 43-year-old accountant  
to dress in black leather, ride through small towns and  
have people be afraid of him.*

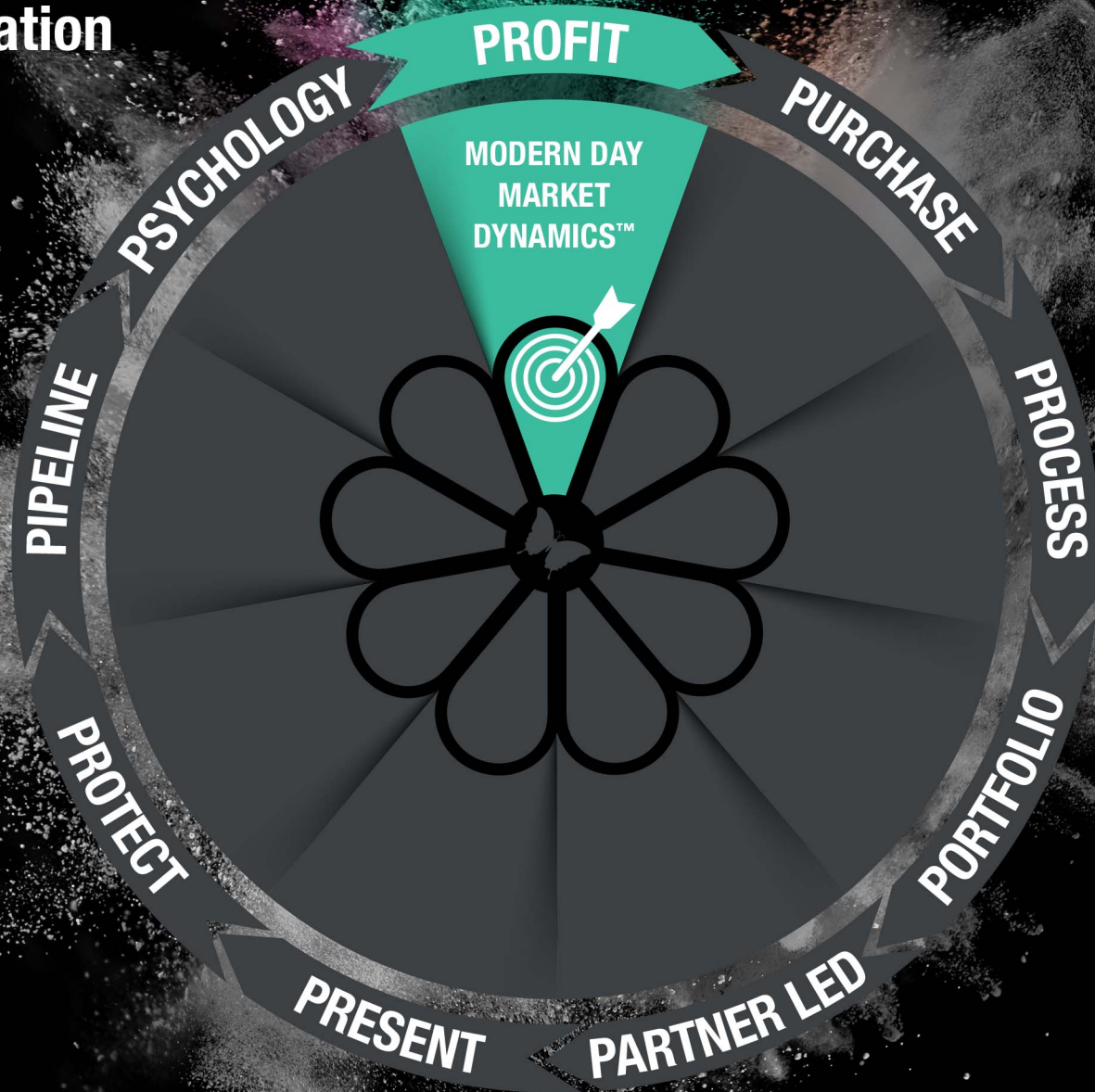


Key skills every successful next generation sales professional & team absolutely must master in the next year





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Sales Acceleration  
Academy™**

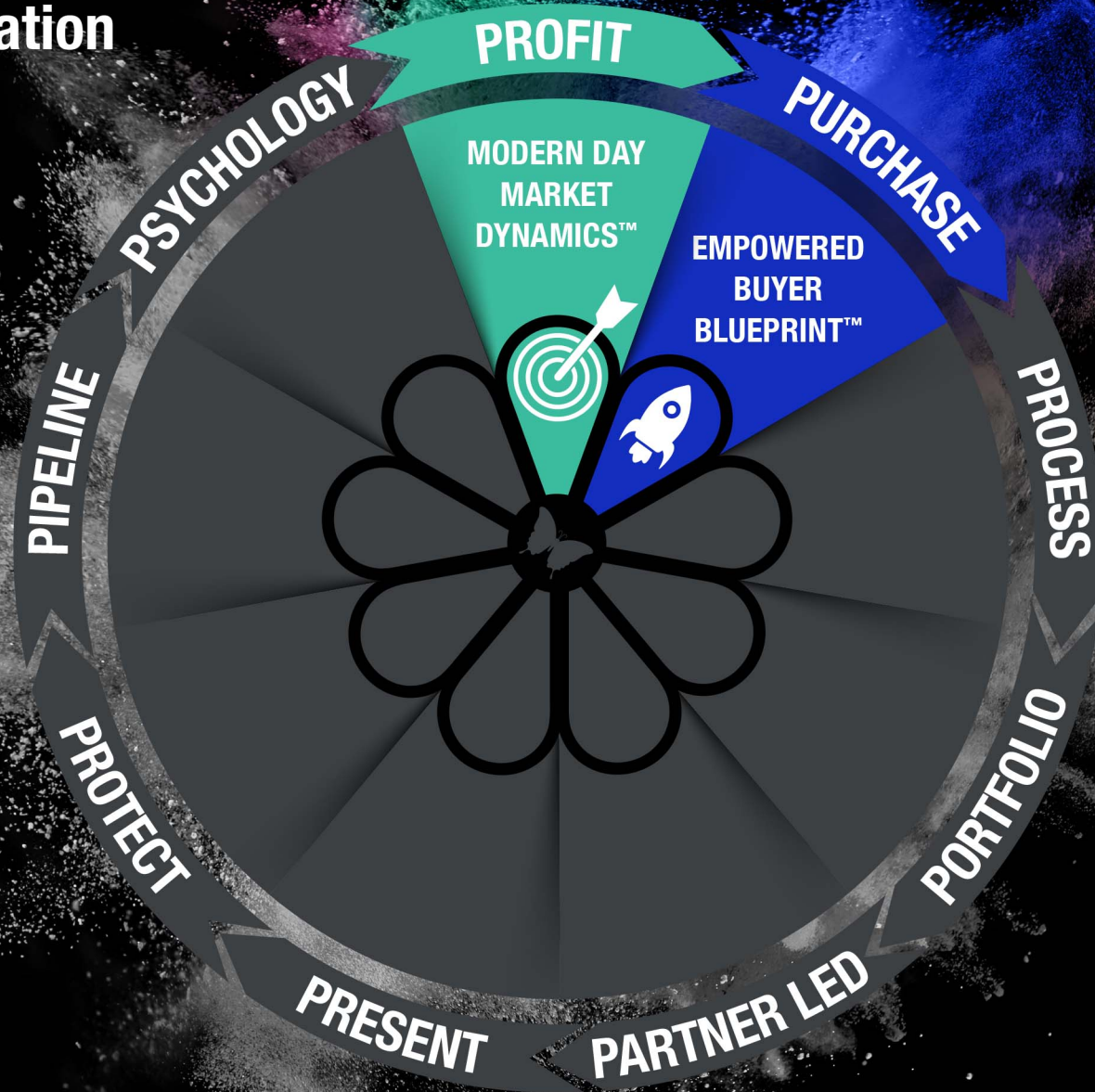


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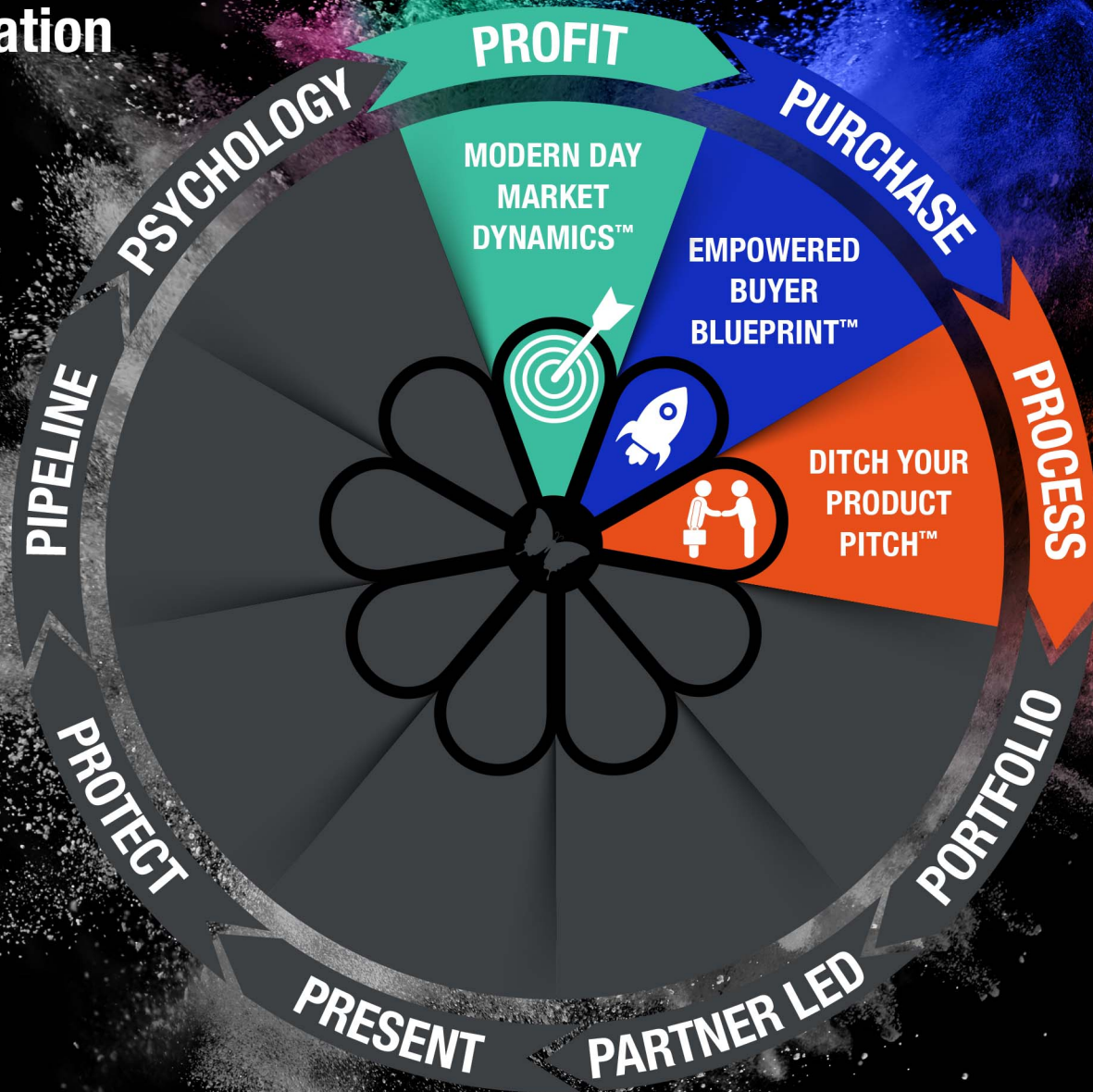
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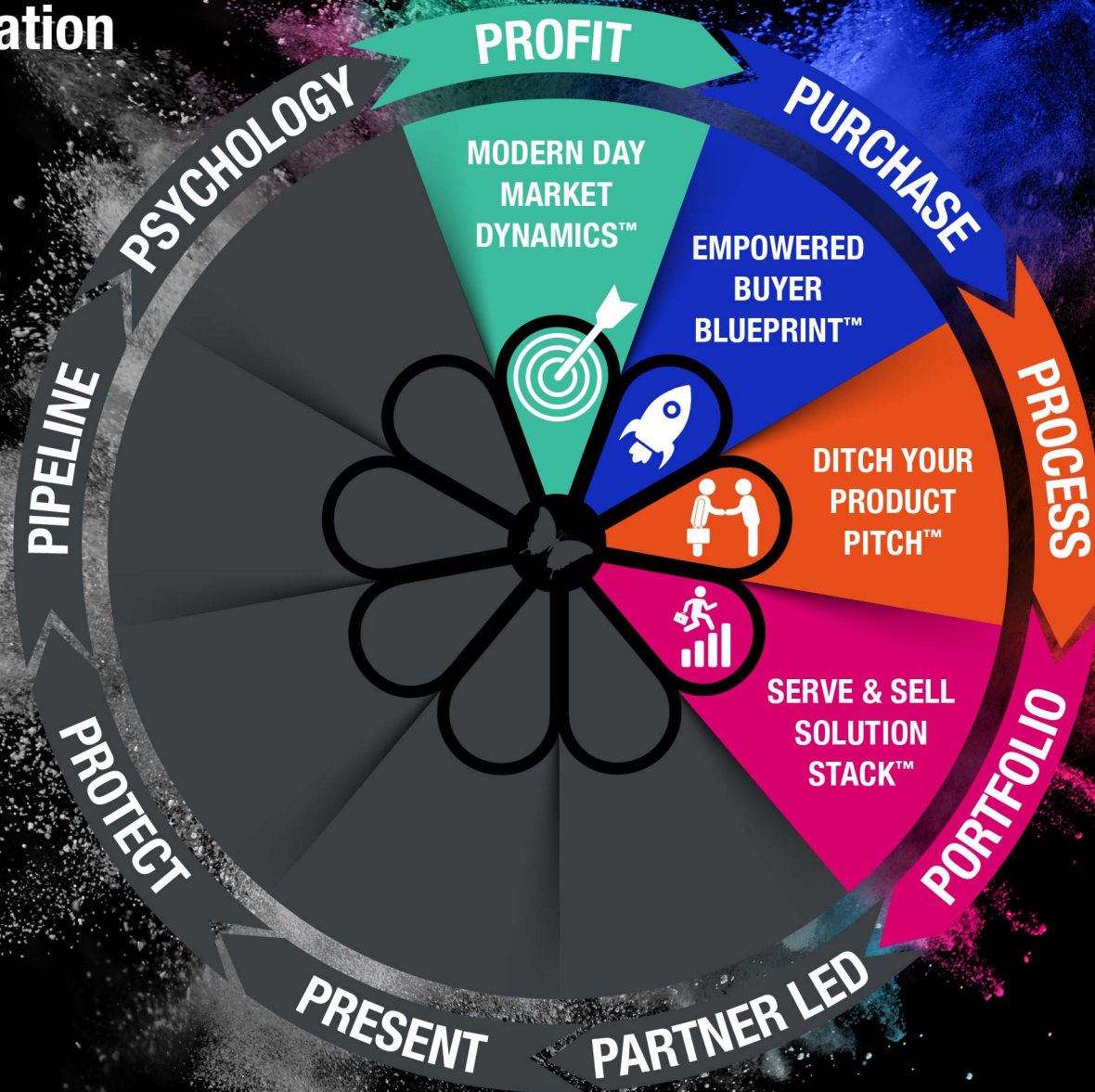
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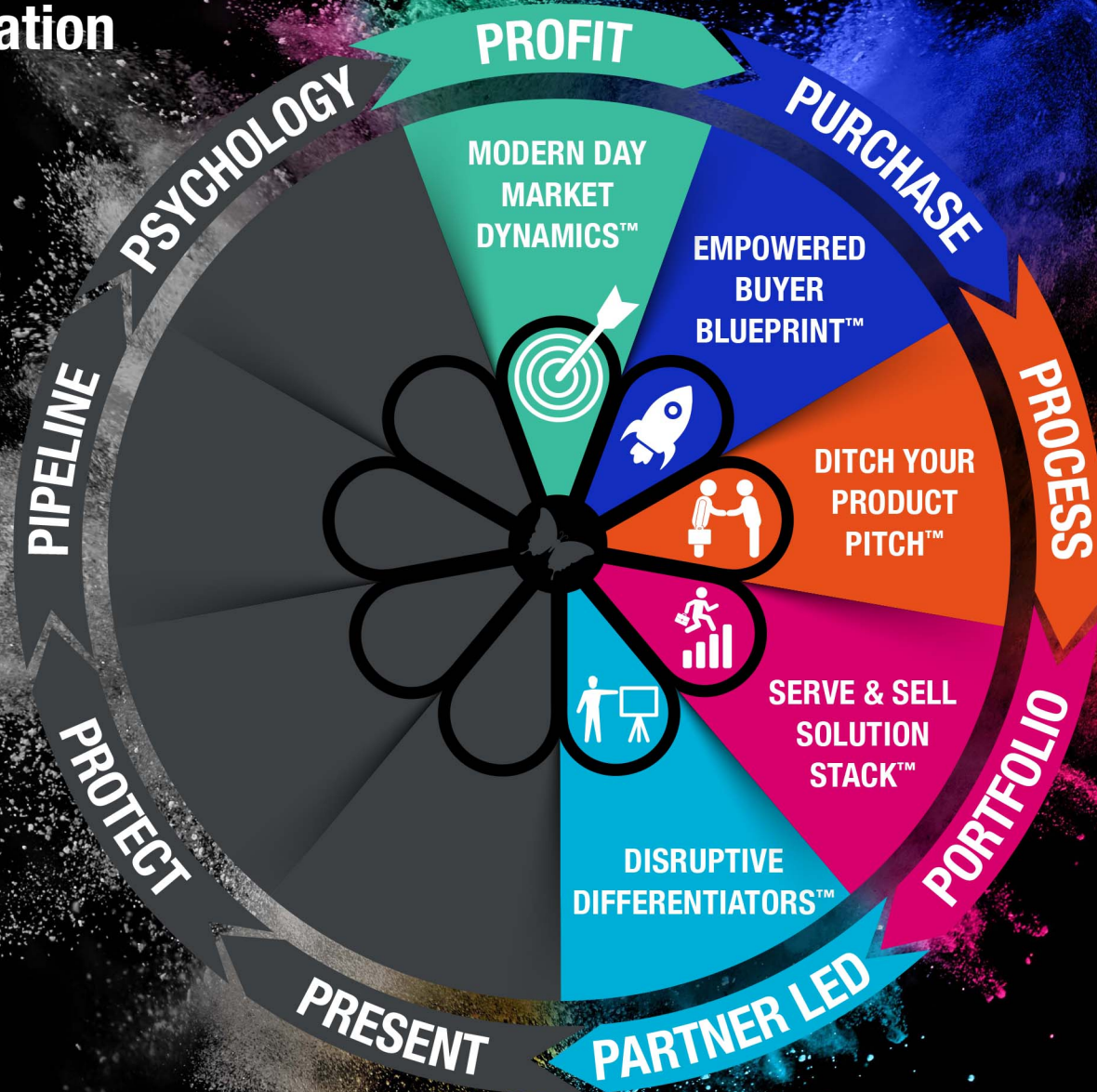
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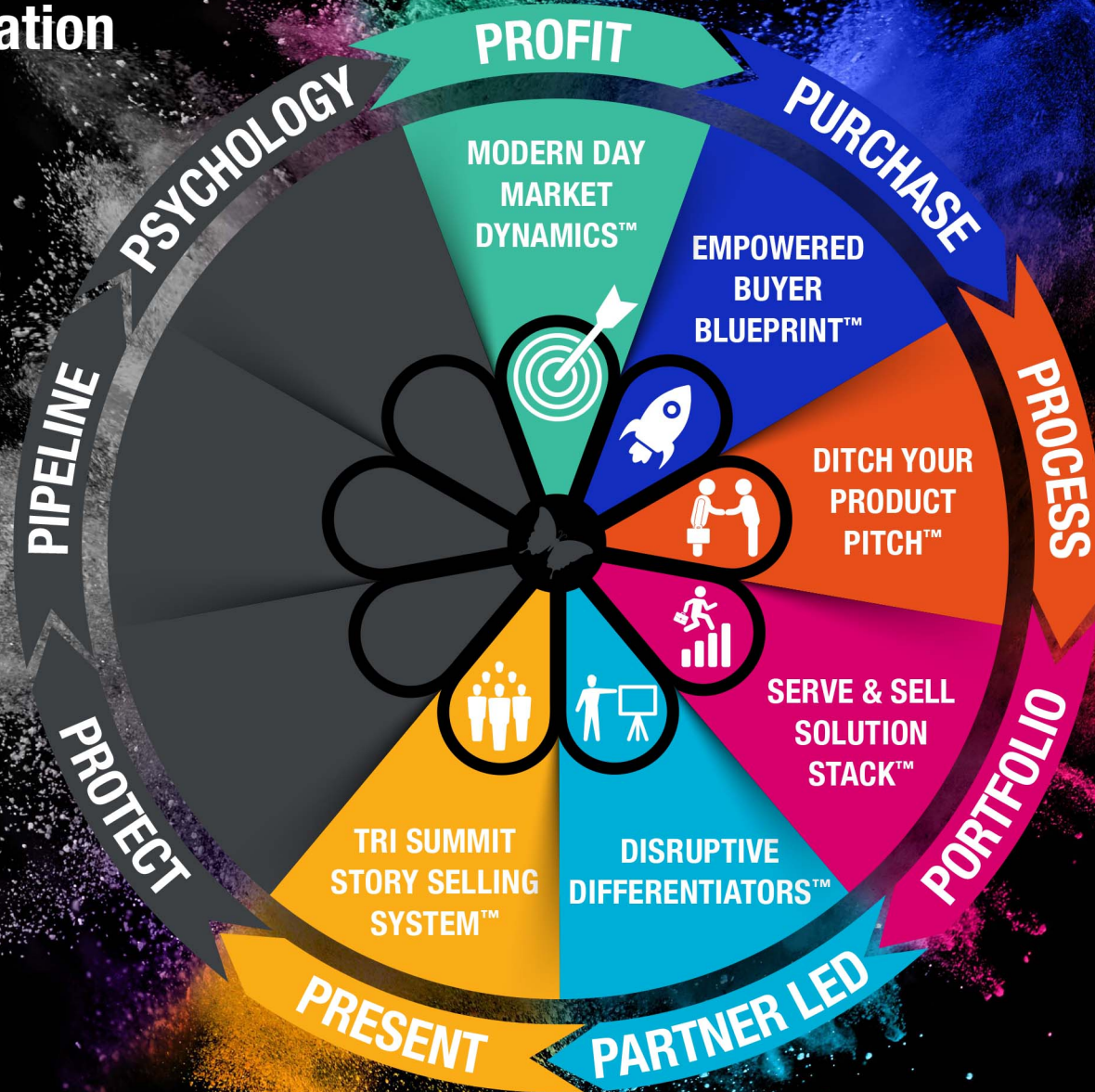
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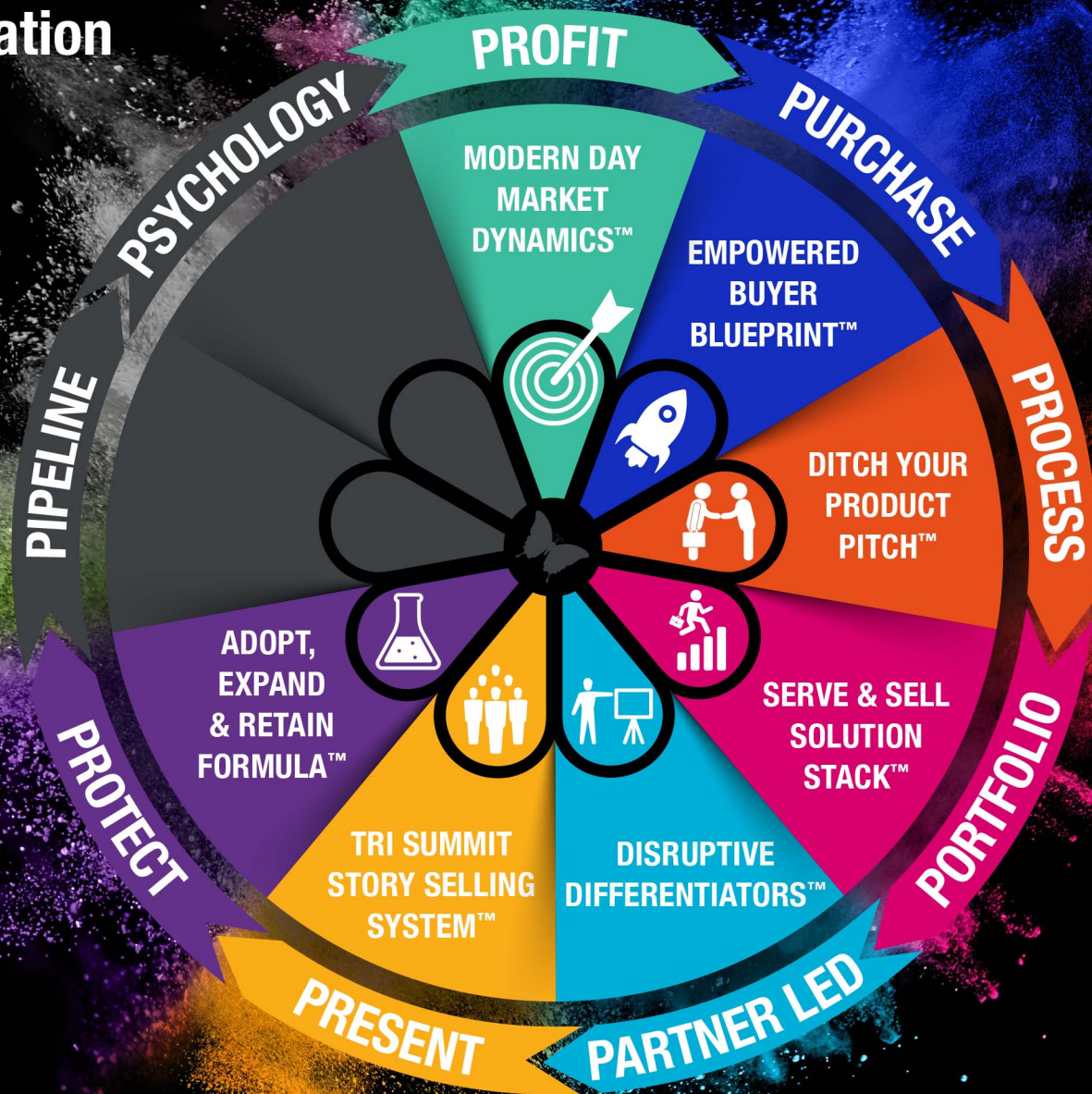
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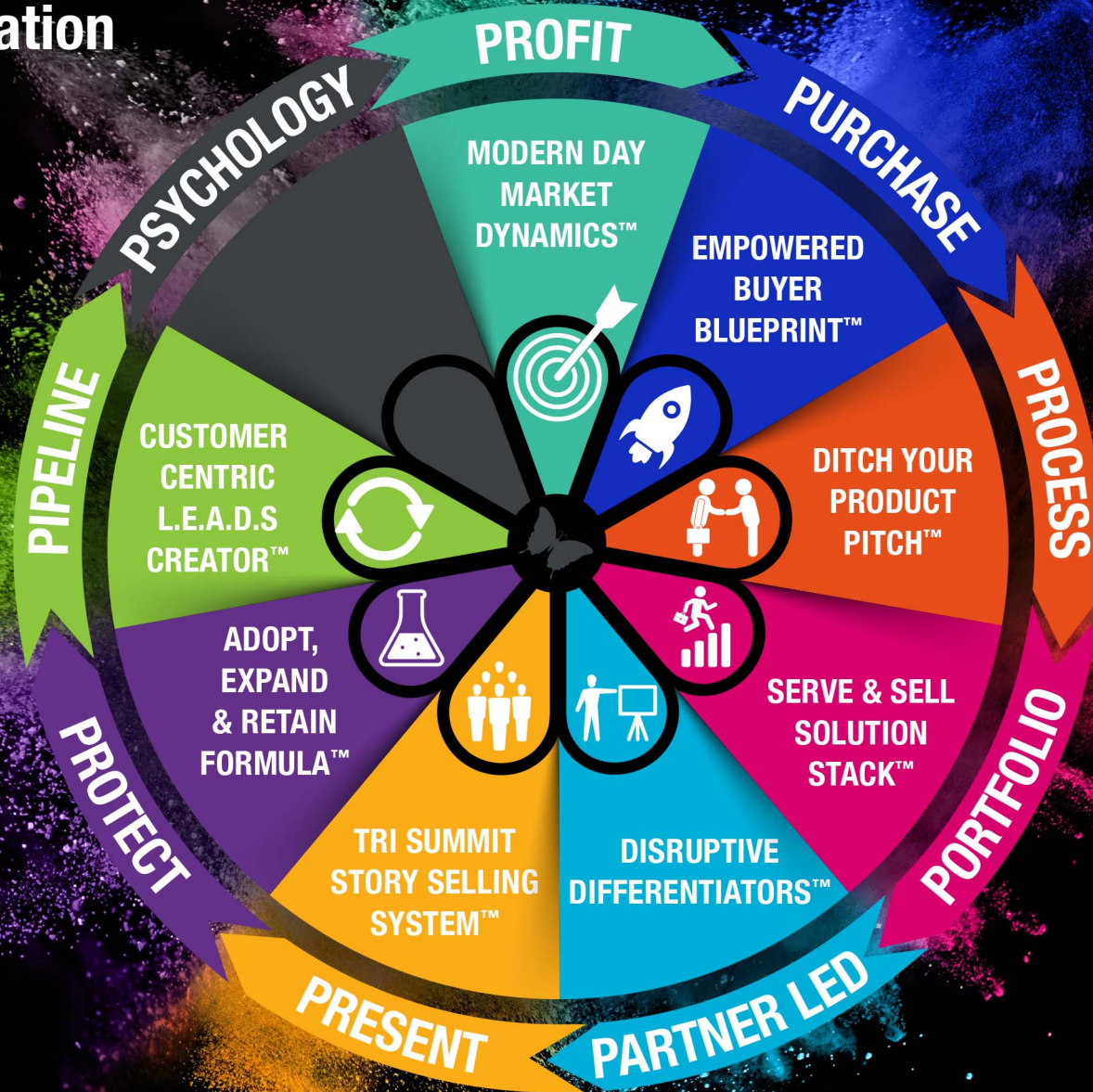
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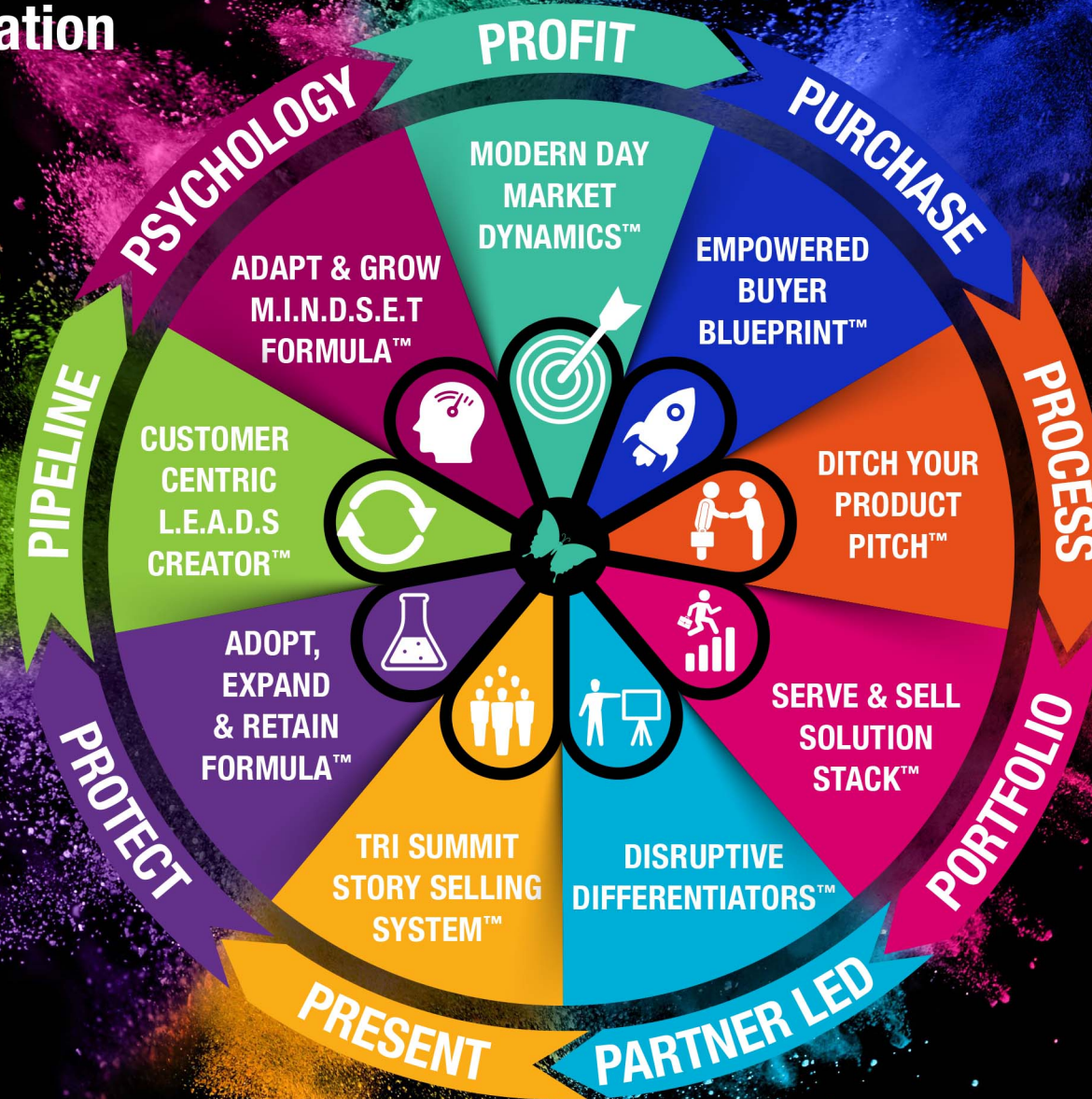






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# Are You Ready For 2020 Download

## Are you ready for 2020 Checklist?

- ☐ We offer a Multi –Channel Sales Experience
- ☐ We Sell As a Service
- ☐ We have implemented an Outcome Based Selling Philosophy
- ☐ We have moved the sales motion away from ‘get the deal’ to Keeping Customers for life
- ☐ We have retrained our sales team on how annuity based sales works?
- ☐ We have implemented a new compensation plan for annuity based sales to drive the right behaviour?
- ☐ We know what % of the our customers buying process is done online
- ☐ We have insightful content online to educate our prospects
- ☐ Our sale teams have been retrained to have meaningful business conversations on how emerging tech can create business changes
- ☐ We are ready for the generational shift in decision makers



# The Next – Gen Sales Academy





# Exclusive CompTIA - Free 14 Day Trial Today



**Join The Next Generation Of Highly Sought After & Highly Paid Next-Gen Sales Professionals Today**



## ✓ **FREE 14 Day Trial**

You will have full access to the 12 week sales transformation modules, Next-Gen Technology Tracks & See Live Demo's of other learners implementing what they have learnt

## ✓ **Bespoke IT Sales Training**

The Next Gen academy is the only online sales training & membership program that has been designed by IT Channel professionals for IT Channel Sales Professionals

## ✓ **Evolving With Technology**

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# Q & A





# QUESTIONS



**Fiona Challis,**  
**EMEA Partner Transformation Manager**  
[@gen\\_sales](#)  
[Fiona@fionachallis.com](mailto:Fiona@fionachallis.com)



**Tracy Pound, Managing Director,**  
**MaximITy,**  
[@TracyJPound](#)  
[tracy@maximity.co.uk](mailto:tracy@maximity.co.uk)

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