

CEdMA Meeting – 26 Sept 2006

Internal Selling Experiences



Setting the scene

- **“Internal Selling Experiences”**
 - Who are we talking about?
 - What rewards and remuneration can we use?
 - What are the outside influencing factors?
 - What are the mechanisms and tactics we can use to engage?
 - How do we support?
 - How do we measure success?
- **Format:**
 - Facilitated discussion
 - Participation from all
 - Group exercises
 - Brainstorming
 - Best Practices (to be consolidated and sent out following the meeting)

Who are we talking about?

- Education Sales
 - Field, Telesales, Customer Service
 - Business Development Managers (Education)
 - Education Services Reps
 - Authorised Education Partners
- Hardware Sales
 - Direct
 - Indirect
- Software Sales
 - Direct
 - Indirect
- Services Sales
 - Practise Managers
 - Maintenance Renewals
 - Business Development Managers (Consulting)
- Business Development
 - Support Centre/Field Support Organisation
 - Product Marketing

What rewards and remuneration can we use?

- Education paid at the same rate as license \$ for \$
- Sales don't adopt their compensation plan
- Sales don't understand their compensation plan
- No accountability for Services/Training Sales (License is king)
- Does the reward make a difference?
- Individual recognition – Internal Case Studies
- Targets
 - No influence
 - Own org
 - Other sales
- Discussion on bookings v revenue, team v individual
- Spiffs – Cash, Gifts

What are the outside influencing factors?

- Licence Sales success/failure
- Senior Management Focus
- Market conditions
- Grey Market – unauthorised training sources
- Product
- Authorised Partners
- Sales Strategy
 - Company
 - Departmental

What are the mechanisms and tactics we can use to engage?

- Bundles and Packages
- Auto quoting – forced
- Selective quoting – simplification (Brand new customers 5%, Existing Customer 3%)
- Pre-paid Education Credits/Point/Packs
- Training automatically included on licence quotes
- Education Team – Sales Support
- Breakfast Briefings – Beer and Pizza – Convenient to the audience
- Presence and participation at Team meetings and workshops
- Referral mechanism
- Participating in Quarterly Sales Training events and briefings
- Education embedded into Support Contract (funds allocated in Support)

How do we support?

- Responsiveness to requests
- Visibility – in the office, team meetings, email, phone
- Being part of virtual sales teams
- Communication – roles and responsibilities – point of contact
- Tools and resources – Proposal Generator's, Calculation Spreadsheets etc.
- Sales web-portal – Intranet resources
 - Cheat sheets, hand outs
- Sales Training
- Sales Presentations
- Qualification questions, customer objections, sales reference guides
- Case Studies, testimonials – internal and external
- Availability for customer meetings
- Bid response capability
- Together build the value prop relevant to audience – internal and external
- Don't use training abbreviations – be clear and simple, not confusing
- Speak the same language as Sales

How do we measure success?

- Achievement of Education targets – Revenue, Bookings and Margin
- Attach rate – against a goal
- No. of quotes made
- Membership of bid teams
- Communicating success and failure
 - “Deal of the week”
 - Internal success – Education on the Thank You email list

Summary

- Review and produce the Best Practise Guidelines

