Selling to the Goliaths

April 2016

New paradigm

- In the old days

  - Corporate wide systems sold by majors
  - Took years to develop and were centrally controlled
  - The IT department was the traffic cop of ideas and applications **and they build the business case**

- Now

  - Apps or domain expert software take three months to built

  - Market facing apps are a must

  - Apps can disrupt the entire organization

  - Apps can reduce costs, increase revenues, eliminate jobs, create jobs

  - The target audience is larger and not well defined or identified - it is not IT the traffic cop any more.

3C

The challenge

You got the answer but do they want to listen?

But who is they?

You do not even know who it is
He is walking around with 100 problems in his head
He has no time
He heard before from others that "this is the best solution" but when he tried it did not work
He is not an IS or IT expert
He is a business person

How do we approach someone who is a business person to listen to us ?

With a business case (that YOU must built)

3C

The Kung Fu master

"Do not look at the target"

Step I – have I got something to sell

- Make sure you have the best product - not because you believe you do

  - Research the market and your potential competitors
  - Ask someone you trust to validate your finding

- Find people that will talk about it in social media (bloggers, trade sites, trade magazines, trade conferences)

- Approach them and get your product reviewed -

- Have something that can be a testimony an article, a video

3C

Step II – Research and Planning

- List the benefits of your product for each potential target.

  - Find the companies that stand the most to gain from your app
  - What companies you stand the best chance (usually not the No. 1 player).
  - These are your best targets.

- Research the company, industry and marketplace.

  - Gain knowledge of their business issues, challenges, goals and objectives.
  - Acquire expertise on their processes, methodologies or critical success factors.

BUILT A BUSINESS CASE

3C

Step III - Launch account entry campaign

- Launch an account entry campaign.

- After four to five attempts to reach the decision maker, you likely conclude that they're not one bit interested in your product or service.

- That's an erroneous assumption that could be costing you lots of business.

- In today's business environment, you should expect to contact corporate decision makers at least eight to 10 times. If you're trying to reach higher level executives, expect to make 12 to 14 contacts before you give up.

- "Take however long you think it's going to take and multiply that by five."

3C

Step III - launch account entry campaign

- Pursue multiple relationships.

- When you're working with big companies, do not rely a single person.

  - This individual could change jobs, leave the company or even blockade you from meeting other decision makers within the organization.

- Initiate contact with multiple people concurrently.

  - Let them know you're speaking to others in the company.
  - identify everyone you should know in the account.

  Corporate decisions involve multiple people

3C

Step IV – the sales pitch

- **Key message - talk about the business results your app provides**.

  - Speed up time to revenue on new product launches. I
  - Increase sales to new market segments.
  - Reduce costs

- Your pitch has to be memorable

- Immediately actionable for the person you're pitching.

- **Present your business case**

- You must come prepared

  - with valuable ideas, insights and information that can help them improve their business, reduce expenses or increase revenue.

3C

Words of caution

- You get one chance to make your best impression.

    - If your product isn't ready, don't go
    - If the benefits aren't obvious and well-defined, don't go

- Selling to the Goliaths

    Lots of planning, creative thinking, research and persistence

3C