

## Varnex Fall 2015

### Cloud and Mobility: How to Sell Your Customers the Complete Package

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#### What Do You Want?

What solutions?

What strategies?

What tactics?

How much more business?

How will you know that this session has been worth it?

What to expect...

#### The Massive Mobile Business Opportunity

Mobile device growth projections

2016: 2.5 billion devices @ \$616 billion (Gartner)

We no longer go to work, we just do work.

Requires 24/7 access to business systems

Millennials insist on mobile devices

Mobile devices cut CapEx

TCO: Android tablets (\$26/year) vs PC (\$220/year)

36x more power for PC

Lower unit cost, power consumption, management,

SW license, OS license

#### 1) Start with a Business Plan

Organize and refine your ideas

Create a strategy you can translate into an action plan

Create team objectives

Share with your team and stakeholders

Refer to it daily and update when you have new insights.

#### 2) Sell Cloud and Mobility as a Business System

Stop talking about the technology

Start talking about objectives, opportunities, obstacles, and outcomes

"What must you accomplish?"

"What would you like to do beyond that?"

"What's holding you back?"

"How will you know that you've done a good job?"

#### Positioning for Success

"You know how in business, most problems can be solve with more sales."

"We're the people who help customers like you design, deploy, manage, and optimize systems that keep sales flowing. These days it's often an integrated, secure, and reliable solution featuring cloud computing and mobile devices. Who would find a conversation about this valuable?"

#### 3) Sell Cloud and Mobility Outside of IT

Talk with every level of your customer organization

"What does your team expect from your IT systems?"

Are you getting what you expect?"

"How do you use mobile devices to do your work?"

"What do customers expect from your IT systems?"

Are they getting what they expect?"

"Where do you see opportunities and obstacles?"

Talk with IT last.

#### How Do Customers View and Use Cloud and Mobility?

Executives

Finance

Legal and Compliance

Sales

Marketing

Manufacturing

Service Department

IT.

#### 4) Expand Every Conversation...

If a customer talks about cloud,

expand the conversation to mobility

"How will your team and customers connect to the cloud?"

"What can we do to make that frictionless?"

"Who's responsible planning and budgeting for this?"

If a customer talks about mobility,

expand the conversation to cloud

"What will you and your team access through these devices?"

"How will you be securing the device and the data?"

"Who is responsible for this?"

#### 5) Focus on Augmentation and Expansion

New deployment

Refresh

Security

Augmentation

Cost reduction

Efficiency

New functions

Sell through assessments.

#### System Lifecycle and

#### Probability of an Opportunity



#### 6) Focus on Critical Situations

Identify a blood-spurting problem (BSP)

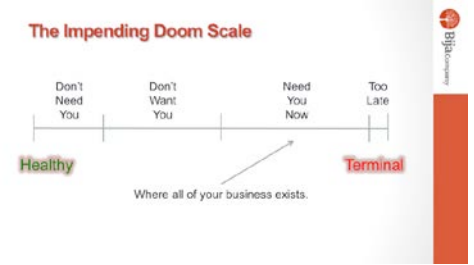
Dire personal or professional consequences if not solved immediately

It has a natural, unstoppable built-in deadline

Could be rapidly increasing cost, rapidly decreasing business, or increased competitive pressure

If they're aware of it and know you can solve it, they call you.

#### The Impending Doom Scale



#### Diagnose the Problem with Assessments

Deliver a terminal diagnosis to who cares most

"I have serious concerns. I've identified a situation that if it continues, is a massive risk that could put you out of business. Who is most impacted by this situation?"

"We will assess the situation to understand the impact and identify the options. I suggest that we start right away."

Align your Unique Solution Proposition (USP) to their Blood-Spurting Problem (BSP)

"The good news is I have an action plan that can fix this fast and it will be much less expensive than the alternative."

#### Business Acceleration Formula

Prove your USP

Solves their BSP

and they buy ASAP!

#### Customer BSP: No Data Security Policy...

BSP

Exposure to litigation from security breaches

No policy, no defense

Diagnosis questions

"What is your security policy?"

"When was it last updated?"

"When was it last audited?"

Security is important in every industry and critical in many

Anyone who has access to personal health information (PHI)

Health care

Insurance

HR

Penalty

First offense: up to \$50,000 per record

Second offense: \$1.5 million and jail.

#### Basic Mobile Business Security Concepts

Only place in the cloud what needs to be in the cloud

Assume that if it's in the cloud, anyone with sufficient motivation can access it, legally or illegally

Assume that the data can be tapped and intercepted while in motion between the cloud and the user, either legally or illegally.

#### Example Policy Points

What is the objective of using the cloud?

How does this objective support the vision of the company's business systems?

What are the alternatives to being put in the cloud?

What data can be put in the cloud?

What data should never be put in the cloud?

How shall data be protected while in motion?

How shall data be protected while at rest?

How shall data be protected while in use?

**Customer BSP: Unplanned Outage – Biz Continuity & Disaster Recovery**

Cost of downtime

Lost business

Competitive displacement

Brand damage

SLA penalties

Risk of business closure.

**Cost of Downtime**

\$114/hour/\$million for 24x7

Divide annual revenue by 8,760 (hours in a year)

\$480/hour/\$million for 8x5

Divide annual revenue by 2,080 (annual work hours)

Doesn't include costs of delays in projects, diverted resources, regulatory scrutiny, employee stress, bad publicity, or other costs.

**What's 99.999% worth?**

At 99.999% uptime

< 6 minutes/year of downtime

Costing \$10/million/year

At 99.9% uptime

8.76 hours/year of downtime

Costing

\$1,000/million/year.

**More Customer BSPs...**

Device security

Lost devices and unsecure end points

Running out of storage

System shut down

Data center at limits

Massive cost to expand.

Lack of mobile integration

Inefficient workforce, unhappy customers

Runaway mobile costs

Unaudited features and unaccounted for devices

Reduction of CapEx

Unfavorable ROI model.

**Compensation Strategies**

Recurring vs non-recurring revenue generation

A recurring dollar is worth more than a transaction dollar

Clear sales goals

Transactions vs. relationships

Big commission on assessment, consultation, and migration fees

Small recurring commission on recurring fees.

**Build Your Business Plan**

Mission

Super objective

Opportunity

Biggest target and finish line

Strategy

What and why: objective and system

Tactics

Process, cadence, feedback.

**How are You Going to Make This Work?**

What will you do first?

What would it be worth to do that?

How will you know when it works?

Call me to refine your plan: I'll give you 30 minutes of coaching.

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