

Consultative Selling The Partner VS The Vendor Dynamic

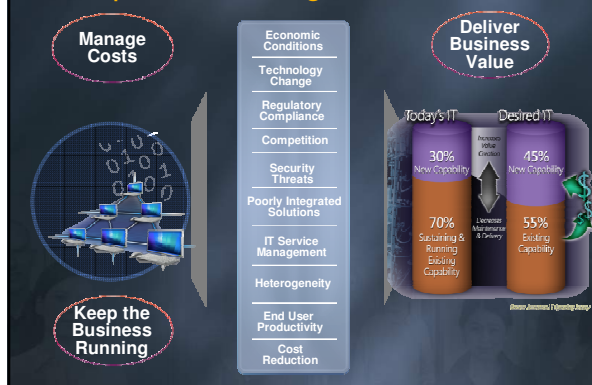
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Agenda

- Overview
- Enterprise Challenges
- Customer Expectations
- Customer Key Questions
- Partner Strategies
- The Old vs the New Dynamic

Enterprise Challenges



Customer Expectations

- A Mutual Understanding
- Proven Success
- Skin in the game / Responsibility
- Guidance / Expertise
- A rapid ROI
- Improved Efficiencies
- Lower Cost
- No surprises

Customer Questions

- Where have you done this before?
- With who have you done it before?
- Have you completed a similar engagement in a similar business or company?
- How long will it take?
- What will it cost?
- What do I need to commit?
- What other 3rd party costs do I need to be aware of?

Partner Strategies

- Align with Customer Executive Agenda
- Always have an Internal Coach
- Deliver Business Value
- Develop the Role of Trusted Advisor
- Strategic vs Tactical
- Project Based vs Staff Augmentation

The Old vs the New Dynamic

Partner

- Strategic
- Focus on Value
- Sell to Customer Need
- Responsibility Engagement
- Project Based
- Partner Driven
- Co-Management
- Deliverables Based
- Long Term Relationship

Vendor

- Tactical
- Focus on Sale
- Sell What I Want
- Limited/No Responsibility
- Staff Augmentation
- Client Driven
- Client Managed
- No Deliverables
- Short Term Engagement