

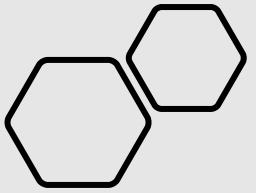
The background of the slide features a complex, abstract network structure composed of numerous small, glowing blue dots connected by thin lines, creating a sense of depth and connectivity. This pattern is more dense on the left side and becomes lighter towards the right, where it is partially obscured by a large, semi-transparent white circle.

Crafting your Cloud Selling Strategy in 2020



Amy Jeschke

Senior Sales Manager,
Genesys Cloud



Agenda



What's changed?



How to differentiate
yourself from your
competition



Connecting with SMB
buyers



Be a Partner not just a
Platform



What's changed?

What's Changed

Majority of B2B purchase decisions are now made online

In fact, according to a report by Forrester, 68% of B2B customers prefer to research independently online

According to a 2014 report by Google, almost 50% of buyers doing the initial research were millennials

Your Message must resonate with that audience

The number of Decision Makers has increased

According to Harvard Business Review, the average number of people involved in the purchasing process has climbed to 6.8

It's Crowded in the Cloud

Cloud IT market revenue is expected to increase from \$129B in 2016 to \$260B by the end of 2020. This represents a Compound Annual Growth Rate (CAGR) of 19%. *Data Source: Gartner 2017

You have to do more than just *understand* your audience

- Companies Only buy for 2 reasons
- Goal is to address the problem they don't know they have
- Know what is most important to the personas in your audience
- Know your strengths and weaknesses, and those of your competition





How to differentiate
yourself from your
competition

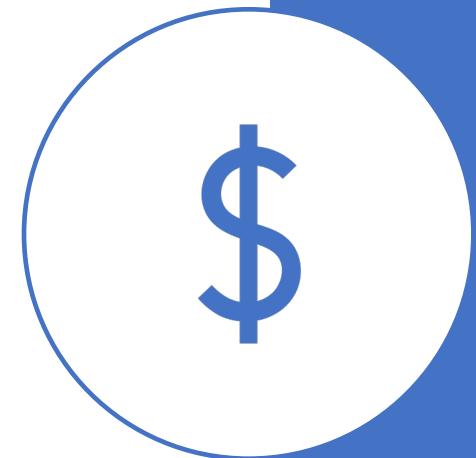


You can Win or Lose in the Demo

- No Cookie Cutter Demo
- Be Creative
- Lead with what is most important/impactful first
- Get the demo down to under 60 minutes
- Have two voices on the demo
- Know your audience
- Keep engagement high

Offer a Free Trial!

- If you are able to – DO IT!
- Buyers are afraid of buyers remorse when choosing technology for their business- especially if it is for mission critical work!
- Your competition likely isn't doing it- or doing it as well
- If you stand behind your value proposition- your trial will prove it and your prospects will buy it
- You will be able to know quickly if they are serious or not





Connecting with SMB buyers

You are selling more than technology

- You are selling a present state impact and future impact
- You are offering guidance to real problems they face
- You are selling personal impact
- You are selling yourself





Be a Partner not just a Platform

Take a Customer-Centric Approach

- Deals are not **won by one**
- Every part of your business can influence your buyers
- Deliver on the expectations you set
- Learn from your win and your losses
- How are you setting your customers up for success after signatures?



So Remember...

- Buyers are doing their homework
- They need to know how you will impact their business financially
- You must build consensus with the larger buyer committee
- Know your audience!
- Be creative
- Set the right expectations
- Set your customer up for success beyond signatures!

