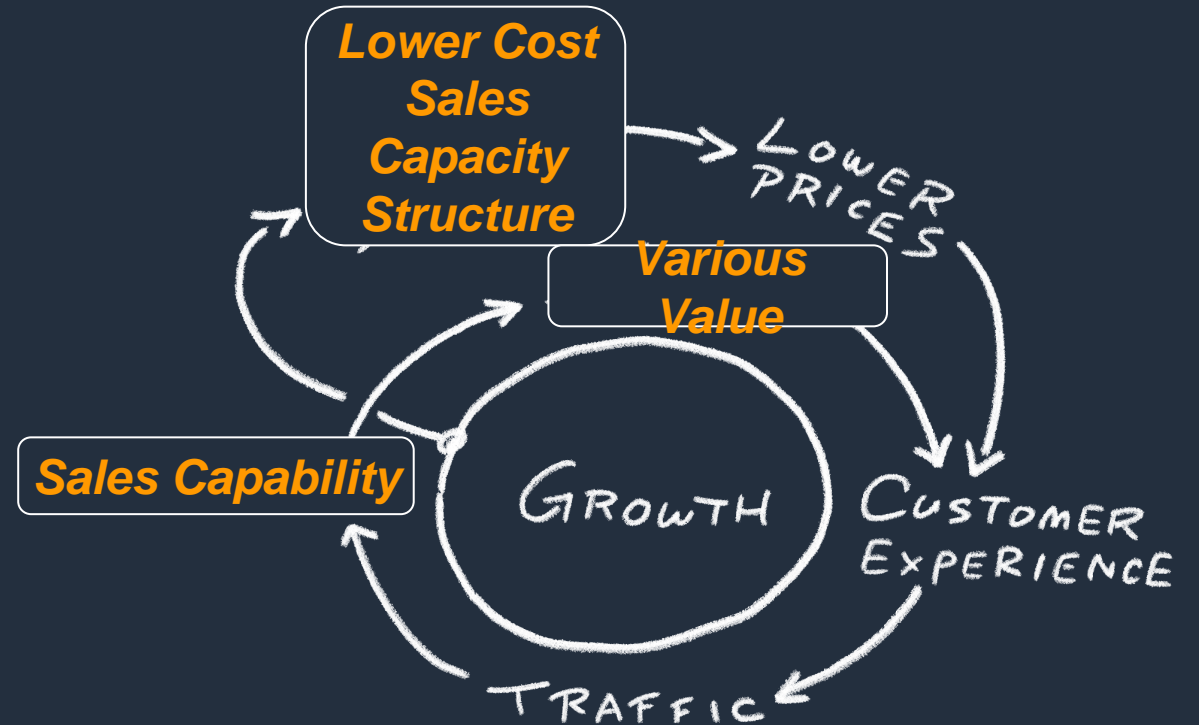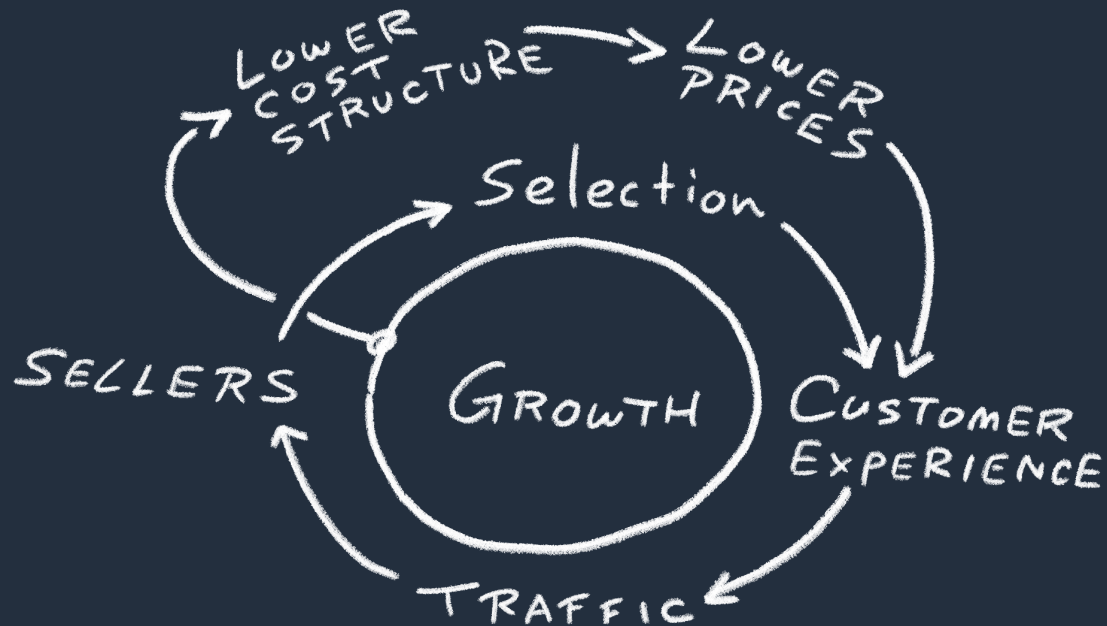**2024**

How AWS Sells

Agenda

- **AWS Sales Mechanism**

- **MEDDIPICC Framework**

- **Opportunity Management**

Flywheel

How AWS growth Business

Sales Mechanism into Flywheel

Working Backwards

"We innovate by starting with the **customer** and **working backwards.** That becomes the touchstone for how we **invent.**"

Jeff Bezos

Founder and Executive Chair of Amazon

Amazon Culture Working Backwards

We innovate by starting with the customer and working backwards.

1. Writing press release

2. Create FAQ

3.Defined Customer Experience and Manual Creation

Working Backwards with Customers Journey

Customer Journey

"Trusted Advisor"

Launch

Solutions, Workload

Business Opportunity

Business Challenge

Retention Risk

Customers

5 Key Question,

Who is the customer?
What is The biggest Benefit for Customers?
How have you Known Needs, Wants?
Current Challenge, New Potential?
How to change Customer Experience?

Working Backwards with Opportunity Management

Opportunity Management

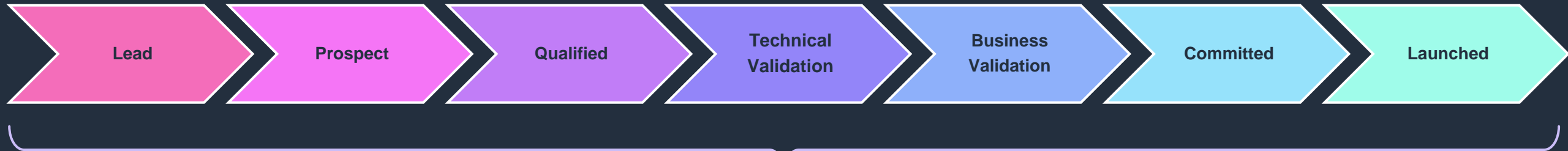| Lead	Prospect	Qualified	Technical Validation	Business Validation	Committed	Launched

5 Key Question,

Who is the customer?
What is The biggest Benefit for Customers?
How have you Known Needs, Wants?
Current Challenge, New Potential?
How to change Customer Experience?

To understand deeply about Customers,
Understanding deeply about Opportunity is Crucial

Summary

Key Components

Flywheel

Working Backwards

Opportunity Management

MEDDPICC

ACE Opportunity Management

MEDDIPICC

Sales Mechanism "MEDDPICC"

MEDDPICC

| Metrics | Economic Buyer | Decision Criteria | Decision Process | Paper Process | Implicate the Pain | Champion | Competition |

MEDDPICC

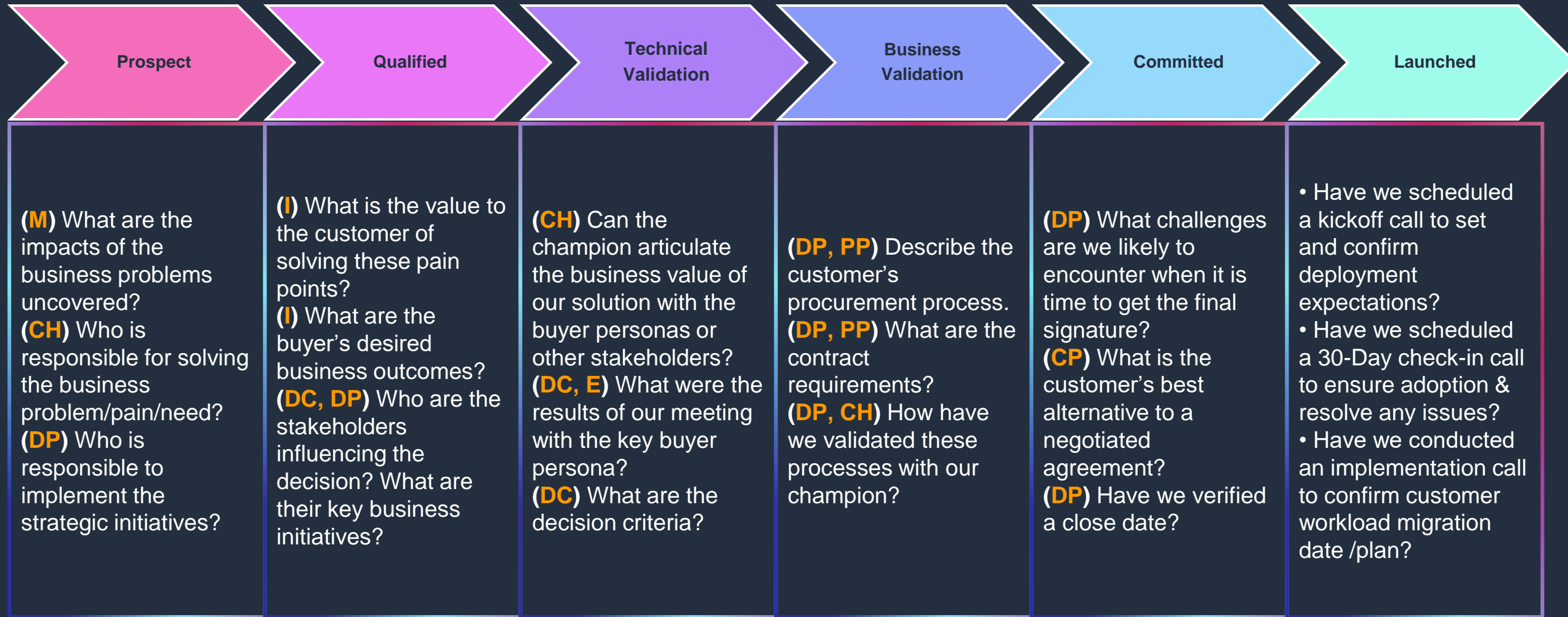|	
Metrics	Metrics are the quantifiable measures of value that AWS solutions can provide for our customer.
Economic Buyer	The Economic Buyer is the person with the overall authority in the buying decision.
Decision Criteria	The Decision Criteria are the various criteria by which a decision to purchase an AWS solution will be judged.
Decision Process	The Decision Process is the series of steps which the buyer will follow to make a decision.
Paper Process	The Paper Process is the distinct process that must happen in order for a customer to sign/commit to an agreement once the business decision is made to select AWS.
Implicate the Pain	Implicate the Pain is the process of encouraging a customer to openly discuss their pain and the implications it has on their business. This helps them realize the importance of finding a solution. It involves identifying the specific pain points the customer is experiencing, highlighting the costs associated with these pain points, and prompting the customer to think about why finding a solution is crucial for their business.
Champion	A Champion is a person who has power, influence, and credibility within the customer's organization to influence the Economic Buyer, and sell when you are not there.
Competition	Competition is any person, vendor, or initiative competing for the same funds or resources you are. This includes doing nothing, or the status quo.

MEDDPICC questionnaire e.g.

	Questions to ask the Customer	Questions to evaluate the Opportunity
M	How do you plan to measure the success of this initiative?	Are they quantified and tied to business objectives?
E	Who are the other key stakeholders we need onboard for you to proceed?	Do we know who they are?
D	What technical criteria and metrics are necessary to meet your target business outcomes?	How do we know we have the right criteria?
D	Can you walk me through your evaluation and decision-making process?	What are the specific steps and who are the people involved in the decision?
P	How can I make your job easier in working through the procurement steps?	What are the departments and who are the people who would have to be involved in order to secure a commitment for AWS?
I	How would it improve your business if you could better manage and utilize your data?	What are the business and technical pains?
C	What is your relationship with the procurement team?	Who is the champion?
C	What alternative solution are you evaluating?	Who is the competition?

MEDDPICC allocation into Opportunity Management

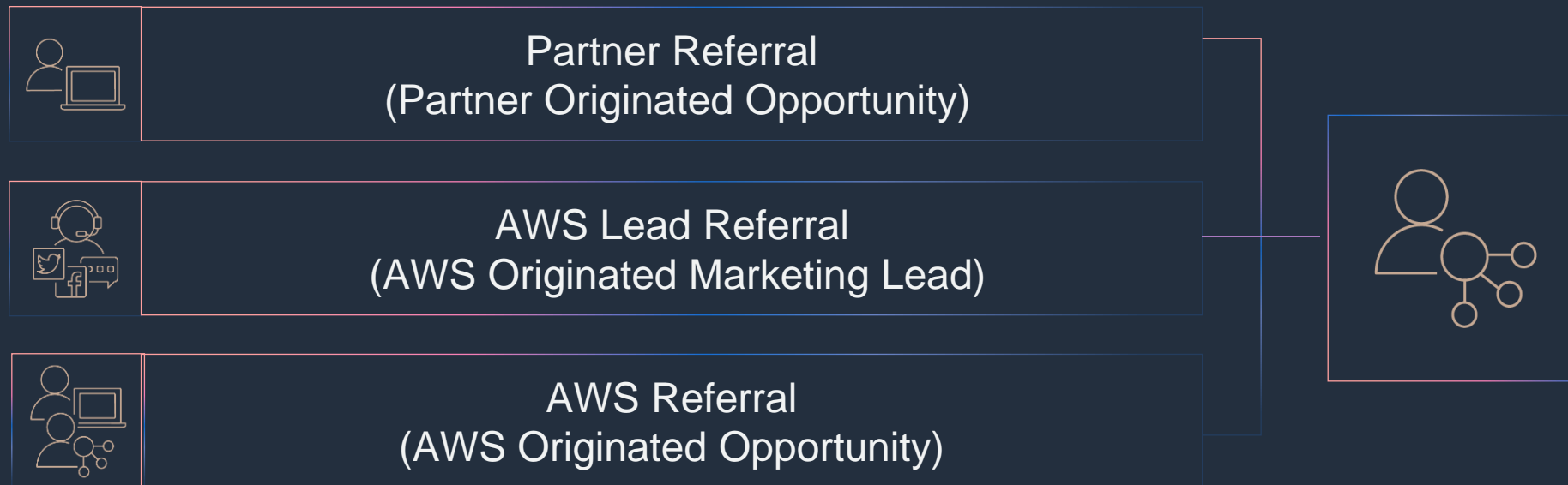| Prospect	Qualified	Technical Validation	Business Validation	Committed	Launched
(M) What are the impacts of the business problems uncovered? **(CH)** Who is responsible for solving the business problem/pain/need? **(DP)** Who is responsible to implement the strategic initiatives?	**(I)** What is the value to the customer of solving these pain points? **(I)** What are the buyer's desired business outcomes? **(DC, DP)** Who are the stakeholders influencing the decision? What are their key business initiatives?	**(CH)** Can the champion articulate the business value of our solution with the buyer personas or other stakeholders? **(DC, E)** What were the results of our meeting with the key buyer persona? **(DC)** What are the decision criteria?	**(DP, PP)** Describe the customer's procurement process. **(DP, PP)** What are the contract requirements? **(DP, CH)** How have we validated these processes with our champion?	**(DP)** What challenges are we likely to encounter when it is time to get the final signature? **(CP)** What is the customer's best alternative to a negotiated agreement? **(DP)** Have we verified a close date?	• Have we scheduled a kickoff call to set and confirm deployment expectations? • Have we scheduled a 30-Day check-in call to ensure adoption & resolve any issues? • Have we conducted an implementation call to confirm customer workload migration date /plan?

ACE

# What is ACE?

✓ The APN Customer Engagements (ACE) program provides a framework to support the AWS sales and AWS Partner establish a co-selling relationship through three sales motions:

Partner Referral
(Partner Originated Opportunity)

AWS Lead Referral
(AWS Originated Marketing Lead)

AWS Referral
(AWS Originated Opportunity)

✓ Enables secure interactions between AWS Partners and AWS sales on each customer opportunity irrespective of origination

✓ Allows AWS Sales visibility to where and when Partners are providing value to AWS customers.
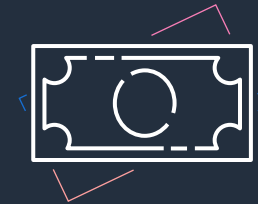
Why ACE?
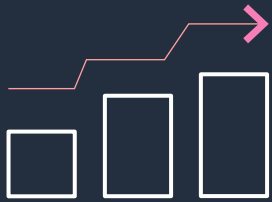
Grow revenue

Discover new joint opportunities
Drive more co-selling profit
Accelerate customer deals
Win customers together

Enrich customer relationships

Work together with AWS to provide the **best solutions** for our customers
Win deals as #oneteam

Earn benefits

Unlock access to co-selling support programs as you engage deeper and share opportunities with AWS.

Voice of the Partner

"The ACE program is the most efficient way for us to connect with the AWS sales field, and that has helped us scale our co-selling to the level it's at today. Working so closely with AWS provides a competitive advantage for Okta field sellers."

- Henry Sotomayor, Senior Manager, Americas Cloud Alliances, Okta

Learn more about how Okta grew its business using ACE here.

Opportunity Management

Best Practices for success

➡ Guidance on update frequency: on bi-weekly basis in ACE in order to track sales cycle progression.

➡ Updates on next steps from AWS Partner in ACE triggers an email to the Partner Development Manager (PDM), Partner Sales Manager (PSM), and AWS Seller assigned to this deal from AWS side.

➡ Priority updates should be: **Stage, Target Close Date, Estimated AWS Monthly Recurring Revenue (MRR), Solution Offered, AWS Product, AWS account ID, Next Step**

What Does Each Stage Mean?

STAGE	DEFINITION
Lead	Meeting with end customer is yet to be scheduled. Note: **Lead needs to be further matured to a 'Qualified' opportunity before submission in ACE Pipeline Manager.**
Prospect	Opportunity has been identified. Opportunity can be active (i.e. coming directly from the end customer via a lead, etc.) or latent (i.e. your Account Team believes exists based on research, account plans, sales plays, etc.). Note: 'Prospect' opportunity needs to be further matured to a 'Qualified' opportunity before submission in ACE Pipeline Manager.
Qualified	Your account Team has engaged with prospect / end customer to discuss viability, understand requirements, etc. Prospect / End customer has agreed the opportunity is real, of interest, and may solve for key business / technical needs. From this point, the opportunity can be submitted into ACE.
Technical Validation	Once implementation plan is understood.
Business Validation	Once pricing has been proposed and steps to close have been agreed upon.
Committed	Once launch date is committed and final obstacles understood. The last stage at which an opportunity can be submitted.
Launched	Workload is complete and billing has started on AWS.
Closed Lost	Opportunity is lost and there are no steps to move forward.

Appendix

[ACE Pipeline Manager User Guide](#)
[ACE Opportunity Submission Quick Guide](#)
Learn more about how Okta grew its business using ACE [here](#).
[ACE Program FAQ's](#)
[Bulk User Guide](#)

aws

Thank you!

Q & A