



# WHAT YOU KNOW IS IMPORTANT, BUT WHO YOU KNOW IS VALUABLE!

## HOW VALUABLE IS YOUR KNOWLEDGE?

### DO YOU NEED MORE EXPOSURE?



Studies from global research firms show that “Thought Leadership” among industry peers and consultants is among the “top 3” ways today’s business stakeholders make key decisions. Executives do not want to make mission critical decisions in a vacuum. Instead, they seek out Subject Matter Expert (SME) advisors that can help them avoid costly mistakes - why not you?

While *what you know* is important, of even greater value is *who you know*. If you are a consultant who engages customers as a thought-leader, the key challenge is knowing your true market value and staying billable with service engagements that are suitable for your competencies. This is where our SME Network can help.

### WHAT IS THE SATURN SME NETWORK?

The “Saturn SME Network” is a virtual consulting bench managed by Saturn consisting of like-minded professionals who want to stay actively engaged with customers.

Many talented SMEs are experts in their field but often need help marketing their skills to stay billable. As a Tier-1 partner our goal is to become your virtual sales and marketing team and match you with a sales rep. at Saturn that needs your help:

**Our synergy strategy enables us to thought-lead business best practices and drive profitable, sustainable sales growth**

Saturn Business Systems is expanding its practices around data, analytics, and infrastructure. After 33 years developing relationships with I.T. leadership, we are challenged to sell and service “Line of Business” (LOB) executives who represent a growing proportion of I.T. spending. We need your help.



## WHY DOES SATURN NEED HELP?

Even the largest “Tier-1” channel partners need help to improve their business acumen. We need to adopt industry “best practices” to thought-lead our customers to access the I.T. spend as it shifts from the office of the CIO to the CEO.

Now more than ever, business partners need to partner with “thought leaders” like you to engage in new discussions with their customers; to change the dialogue from “technology” to business best practices.

Most importantly, we know we need help and are willing to pay for it! This presents a tremendous opportunity for you to network and grow your business.



## HOW DOES IT WORK?

### Phase I - Skills Verification

Saturn reviews your background to validate your skills. Once your credentials have been “verified,” you will be protected by a “Partnering Agreement” that ensures your involvement is rewarded with every service engagement to which you will be introduced.

### Phase II - Opportunity Analysis

Once your credentials have been validated, we “map” your skills to identify opportunities that are appropriate for you and introduce you to relevant members of our sales team.

### Phase III - Sales Team Collaboration

We arrange an introduction for you with the appropriate sales representative to start the collaboration process. This is where we learn about the other’s competencies and the basis for mutually beneficial collaboration.

### Phase IV - Customer Engagement

Once your competencies have been aligned with client requirements, you will be introduced to our existing customers. The goal is for you to conduct a “Gap Analysis” based on your subject matter expertise to guide dialogue and customer decision-making to help Saturn “map” their solutions to close identified “gaps”. In this way, we iteratively grow together, creating new ways to add value based on these client experiences.

## WHAT'S IN IT FOR YOU?

Saturn ensures you are rewarded in a fair manner by helping you draw from several potential income streams:

**1**

### Direct Engagements

You service partner customers directly as a “billable” resource.

**2**

### Co-Selling Engagements

You receive pre-negotiated compensation for aiding partners to sell their “solutions” to new contacts in existing customer accounts.

**3**

### Referral-Based Engagements

You introduce your current / past customers and receive pre-negotiated compensation once a sale is made.

**4**

### Speaking Engagements

You receive pre-negotiated compensation for speaking engagements at industry events as a 3rd party expert.

**5**

### Endorsements

You facilitate an endorsement of the partner’s “branded” capabilities and receive pre-negotiated compensation, similar to a “royalty.”