

Identification of Business Opportunities in the SMB Segment

Common Challenges of SMBs

Commercial team and solutions architects should focus on the typical business pains of this segment, such as:

- High on-premise infrastructure costs.
- Lack of scalability or availability.
- Security and backup issues.
- Need for digitalization and automation.
- Lack of specialized technical personnel.

Sources for Identifying Opportunities

- **Existing customers:** Actively listen to unresolved issues.
- **References and local networking:** Participate in events.
- **Targeted prospecting:** Use of tools such as LinkedIn Sales Navigator or sectorized databases.
- **Software Partners (ISVs):** Alliances for referrals of customers who require cloud.

Sales Team Training

Training Program Content

Module	Content	Frequency
AWS Fundamentals	EC2, S3, Backup, RDS etc.	Semiannual
Value-oriented consulting	How to apply AWS programs	Quarterly
Objections and pricing	How to handle common objections (price, complexity)	Semiannual

Reinforcement Activities

- Sales simulations (role-playing).
- Shadowing technical consultants to better understand the solutions.
- Review missed opportunities to learn from mistakes.
- CRM tools (Hubspot) for rating and tracking (BANT)

Demand Generation Activities

Action	Objective	Frequency
Free webinars and workshops	Recruitment, Enablement & Development	Monthly
Outbound campaigns by industry (email)	Prospecting with a sectoral focus	Quarterly
Referral Programs	Capture indirect demand	Permanent
Digital advertising (LinkedIn)	Increase local visibility	Monthly
Organizing and participating in local technology or business events	Brand presence and networking	Bimonthly

Tools and Resources

- Hubspot for opportunity tracking.
- AWS Partner Network (APN): Access to co-marketing and demand generation materials.
- Marketing automation tools.

Indicators of Success

- No. of monthly qualified leads per source.
- Conversion of opportunities by vertical or campaign.
- % of sellers who reach share.