**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.