WEBINAR

DATA CENTER GO-TO-MARKET 101

FOR SALES, MARKETING, CUSTOMER SUCCESS, PRODUCT, AND CHANNEL PARTNERSHIP PROFESSIONALS IN THE DATA CENTER INDUSTRY

Presented By:
Joshua Feinberg
DCSMI

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00:21 / 45:38

Your Biggest Sales/Marketing Challenges

Got questions? Ask in the chat pane.
Here's what else people want to know about:

The most common challenges are:

1. Identifying/Connecting with the right person/decision-maker
2. Gaining new clients/Lead generation
3. Startup/Expansion Challenges
4. Understanding and targeting specific markets
5. Messaging/Communication
6. Events/End-user availability
7. Implementing a strategy

04:13 / 45:38

Agenda (Data Center Go-to-Market 101)

1. Adapt Your Sales Process
2. Build Your Team
3. Connect the Dots
4. Get on the Radar Screen of the Right Buyers
5. Plan, Create, and Distribute Your Content

Recommended Resources and Special Offer

Q&A

04:36 / 45:38

BUSINESS INSIDER

TECH

Nvidia CEO predicts $1 trillion will be spent over 4 years upgrading data centers for AI. A lot of that bill will probably be paid by Amazon, Google, Microsoft, and Meta.

Alistair Barr Aug 24, 2023, 5:21 PM EDT

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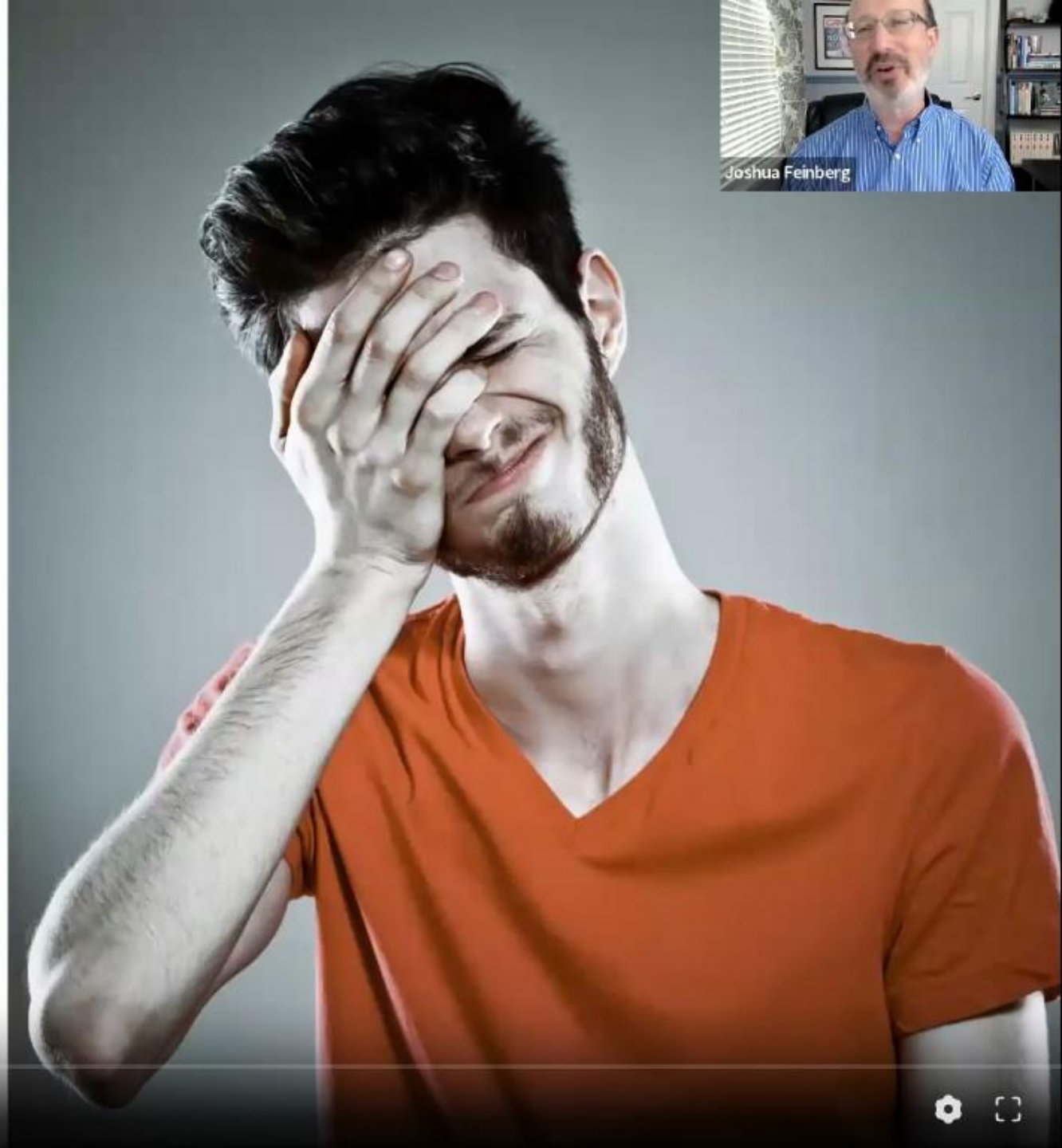
05:36 / 45:38

The bigger problem, especially in smaller companies:

how to build a modern sales team that can effectively and appropriately engage with leads throughout various content campaigns



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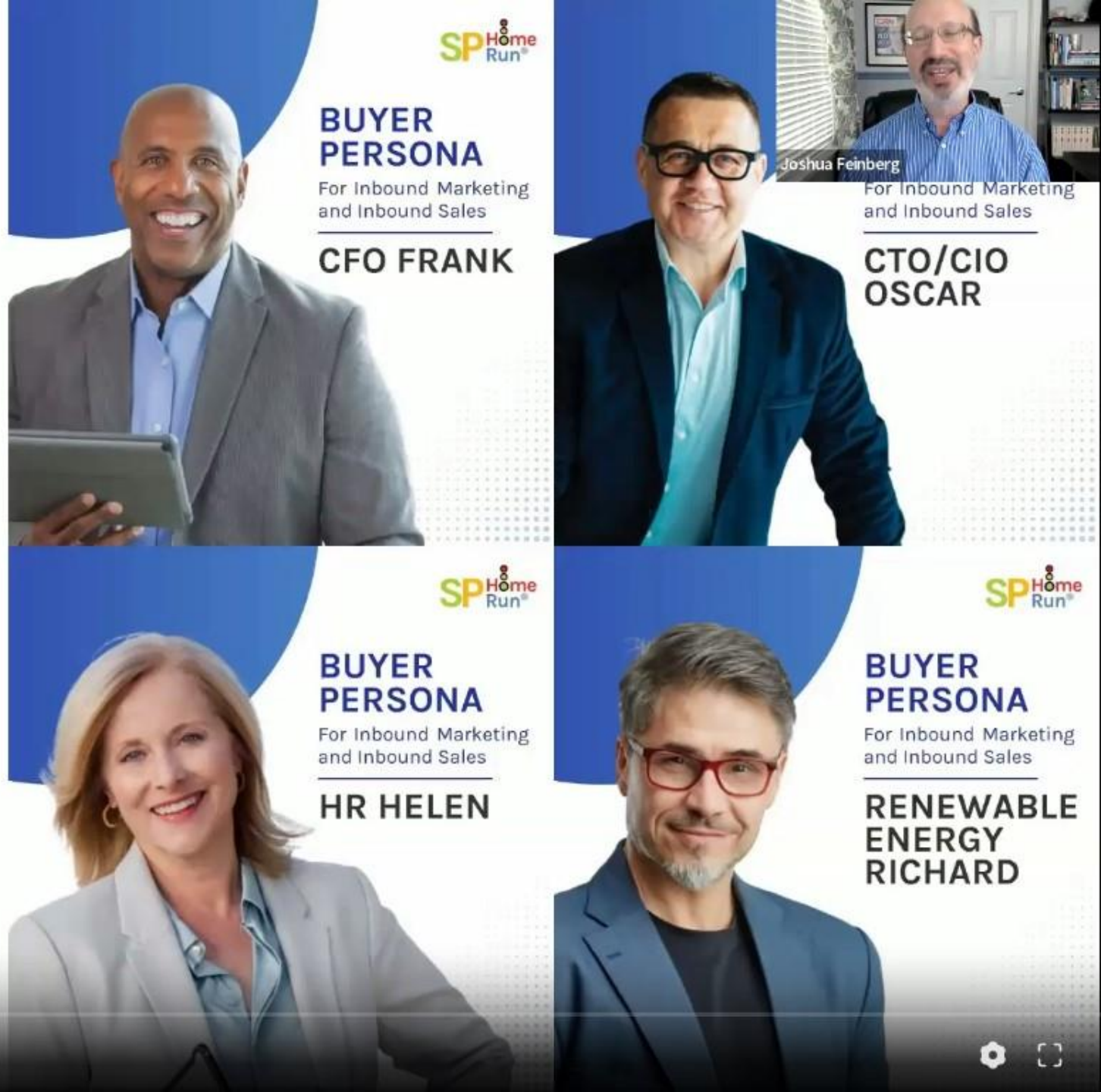
Most personas want to engage with your company, similar to how they engage with best-in-class consumer brands (B2C).



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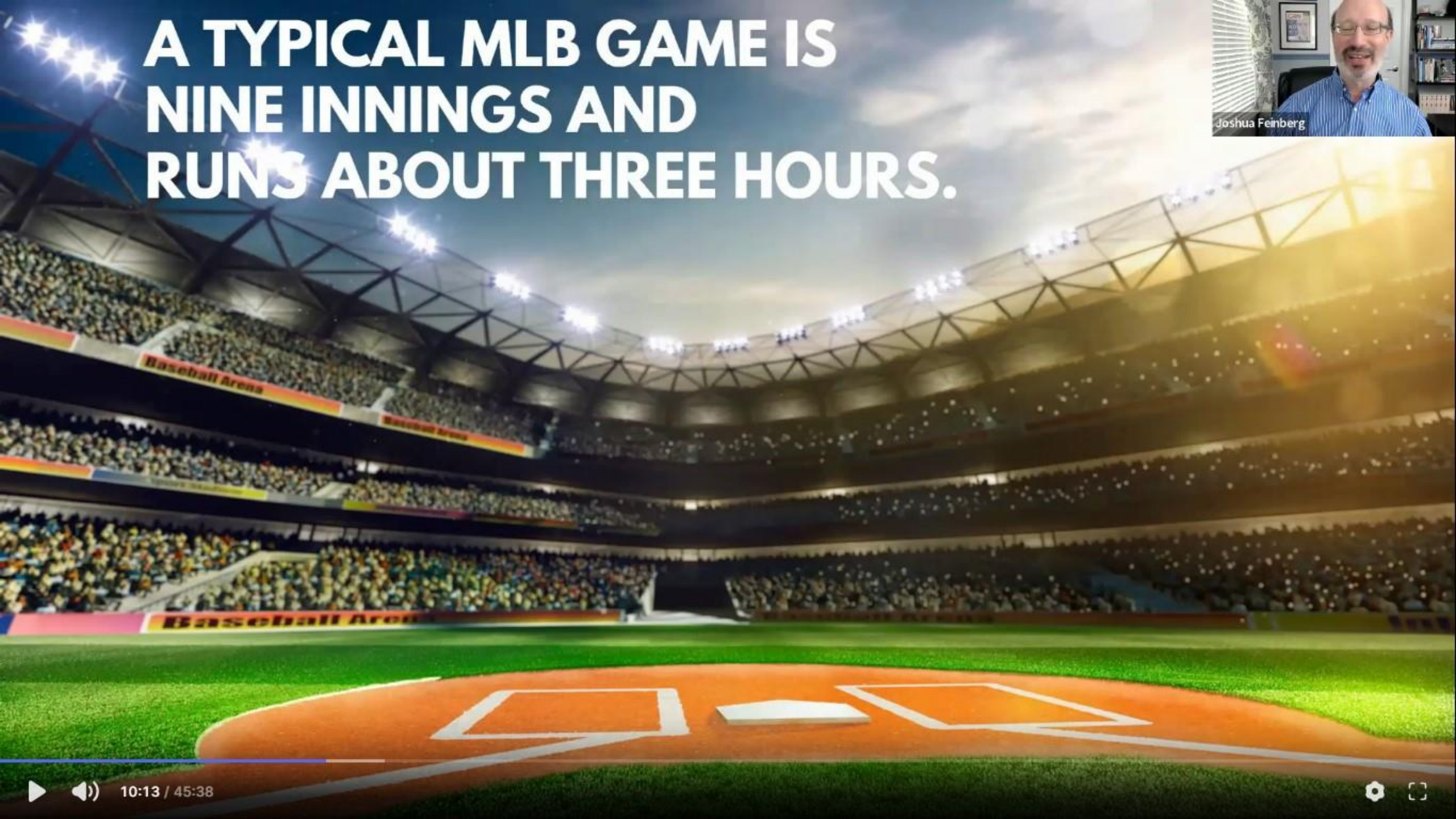

A TYPICAL MLB GAME IS
NINE INNINGS AND
RUNS ABOUT THREE HOURS.
Joshua Feinberg
Baseball Arena
10:13 / 45:38

WHEN MOST DATA CENTER SMB'S AND STARTUPS (1-50+) CONSTRUCT THEIR TEAM "ROSTER" FOR MARKETING, SALES, CUSTOMER SUCCESS, PRODUCT, AND CHANNEL, NEARLY ALL INVESTMENT GOES TO "PLAYERS" FOR LATE INNINGS.

10:57 / 45:38

83%

of a typical B2B purchase decision -- researching, comparing options, and evaluating pricing -- happens before a potential buyer engages with a vendor.

GARTNER

70% TO 80%

of B2B decision-makers now prefer to make decisions digitally.

MCKINSEY

Thought leadership remains critical to customer engagement, but breaking through the noise is harder than ever.

LINKEDIN & EDELMAN

SP Home Run®

11:30 / 45:38

FROM A PRACTICAL STANDPOINT, THIS HIRING DECISION MEANS THAT THE COMPANY ISN'T REALISTICALLY RESOURCED TO COMPETE IN THE FIRST 60% TO 80% OF THE BUYER'S JOURNEY

(WHEN MOST SELF-DIRECTED BUYER RESEARCH HAPPENS AND PURCHASE PREFERENCES ARE FORMED.)

11:57 / 45:38

IMAGINE WHAT WOULD HAPPEN IF...

Professional baseball teams invested 90% of their team payroll in players only needed in the 7th, 8th, and 9th innings

12:06 / 45:38

AND ONLY HAD 10% OF PAYROLL

Available for players needed for the 1st, 2nd, 3rd, 4th, 5th, and 6th innings

12:22 / 45:38

POORLY CONSTRUCTED ROSTERS SET YOUR GO-TO-MARKET TEAM UP TO FAIL

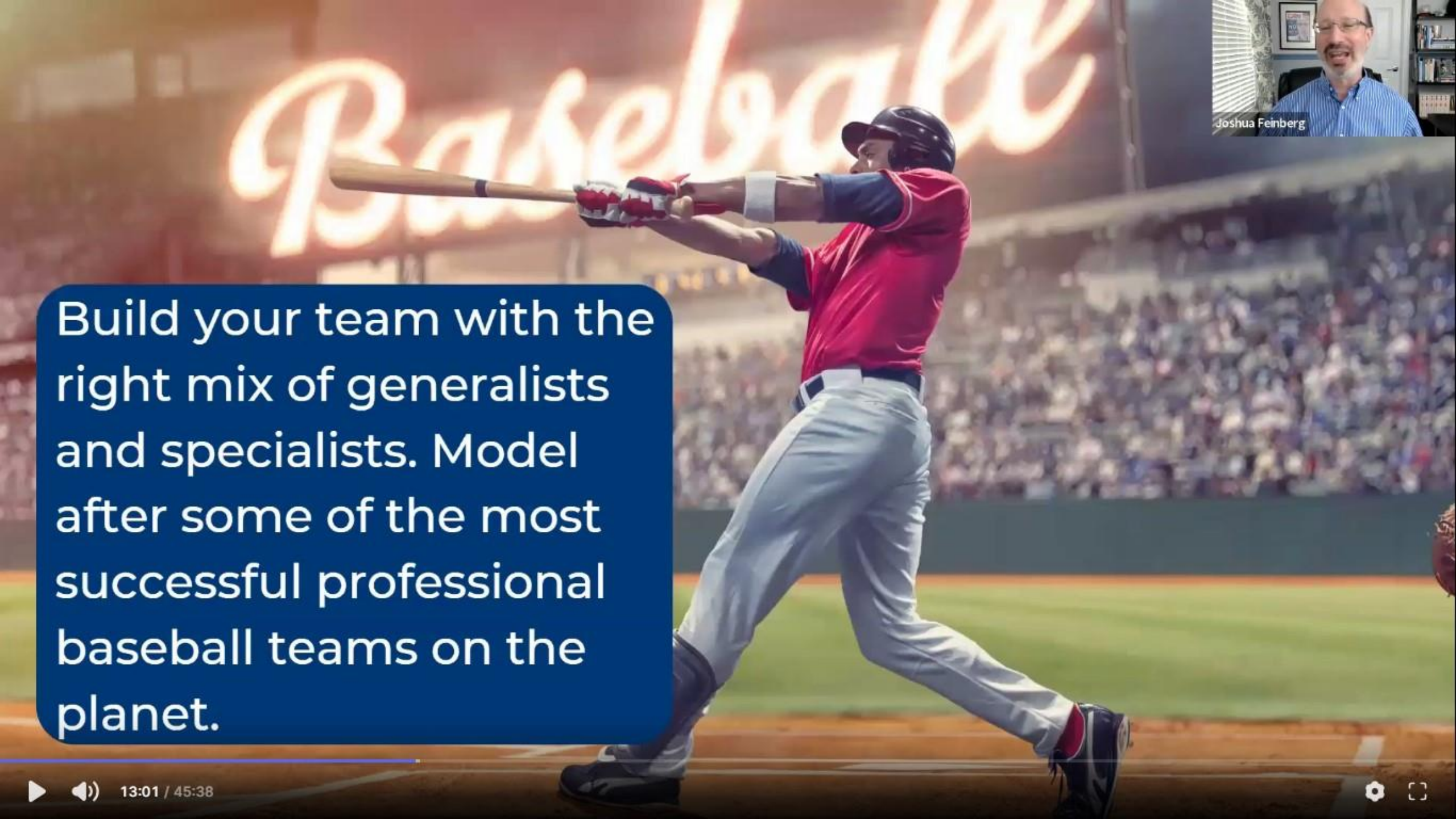
(MARKETING, SALES, CUSTOMER SUCCESS, PRODUCT, AND CHANNEL)

12:38 / 45:38

DATA CENTER EXECS NEED TO LEARN FROM PROFESSIONAL BASEBALL GENERAL MANAGERS (GM)

HOW TO RESPONSIBLY CONSTRUCT THEIR GTM TEAMS TO COMPETE IN THE DIGITAL BUYER'S JOURNEY

12:54 / 45:38


Baseball
Joshua Feinberg
Build your team with the right mix of generalists and specialists. Model after some of the most successful professional baseball teams on the planet.
13:01 / 45:38

Agenda (Data Center Go-to-Market 101)

1. Adapt Your Sales Process
2. Build Your Team
3. **Connect the Dots**
4. Get on the Radar Screen of the Right Buyers
5. Plan, Create, and Distribute Your Content

Recommended Resources and Special Offer

Connect the dots between marketing, sales, customer success, and product

13:20 / 45:38

Joshua Feinberg
Connect the dots between marketing, sales, customer success, and product, so you approach go-to-market as a team sport.
Connect the dots between marketing, sales, customer success, and product
13:23 / 45:38

In traditional data center companies, marketing, sales, customer success, and product live in four separate silos.

Result: Tons of internal friction (infighting, credit hoarding, and backstabbing) ==> a lousy customer experience (CX)

Instead, build your go-to-market, so everyone is ALWAYS playing for the same team on the front of their jerseys "Go-to-Market"

And it's only when they turn around, that the backs of their team jerseys reveal

- Marketing
- Sales
- Customer success
- Product

If your leadership team creates a toxic environment where no one trusts anyone else, you've already lost.

Everyone on your GTM team needs to be cheering for the same winning outcome.
Joshua Feinberg

Sincerity
Commitment
Reliability
TRUST
Integrity
Joshua Feinberg

Joshua Feinberg
Connect the dots between marketing, sales, customer success, and product, so you approach go-to-market as a team sport.

How often do you engage with prospects early in their journey?

- We totally crush awareness and consideration.
- Our team is usually too late.
- Our team knows and wants to improve.
- Our team doesn't get it.

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Recommended Resources and Special Offer

Get on the radar screen of the right strangers, in the right places, at the right time, in the right context.

Get on the radar screen of the right strangers, in the right places, at the right time, and in the right context.

THE BUYER'S JOURNEY

STAGE 01

AWARENESS STAGE

Prospect is experiencing and expressing symptoms of a problem or opportunity.

Checklists
Ebooks
Guides & Tip Sheets
Videos
Whitepapers

STAGE 02

CONSIDERATION STAGE

Prospect has now clearly defined and given a name to their problem or opportunity.

Case Studies
Product Data Sheets
Samples
Webinars

STAGE 03

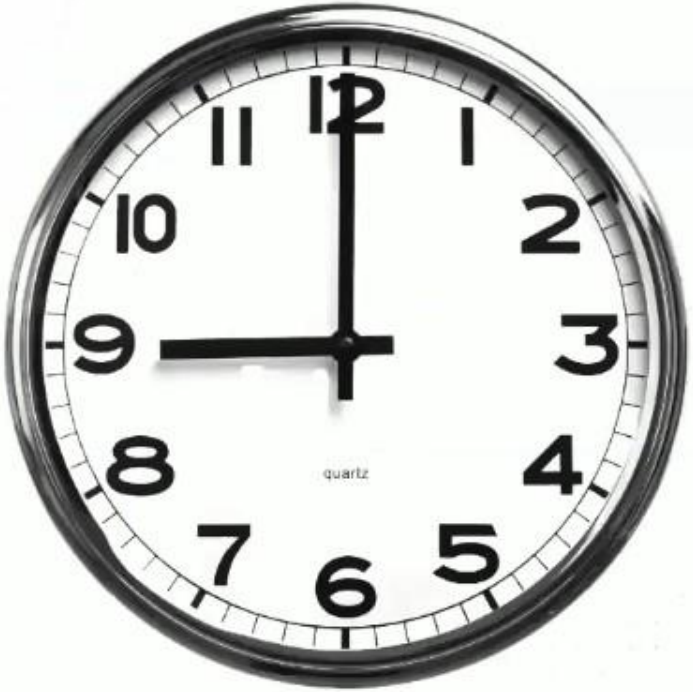
DECISION STAGE

Prospect has now decided on their solution strategy, method, or approach.

Consultations
Demonstrations
Tours
Trials

These awareness-stage strangers match one of your target buyer personas, but these strangers have no idea that your company exists yet.

Most of your prospects won't be ready for a sales conversation until they're 60% to 80% of the way through their buyer's journey.



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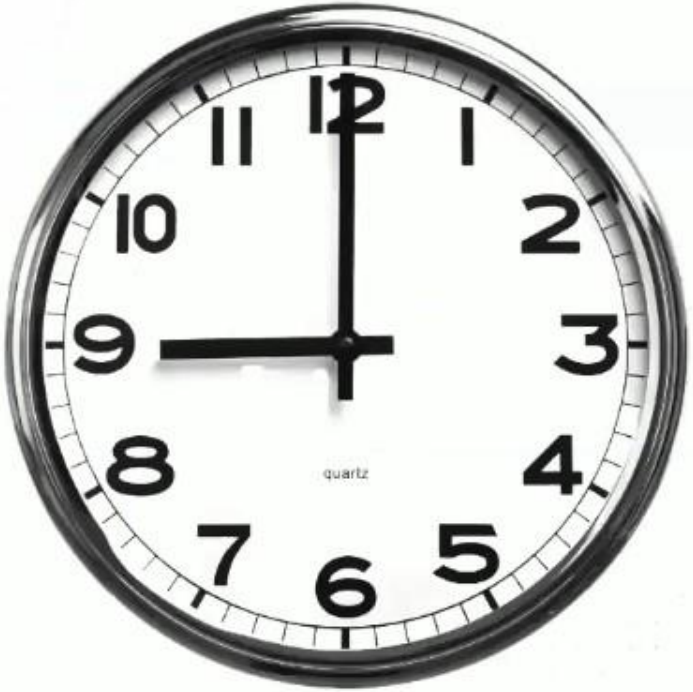

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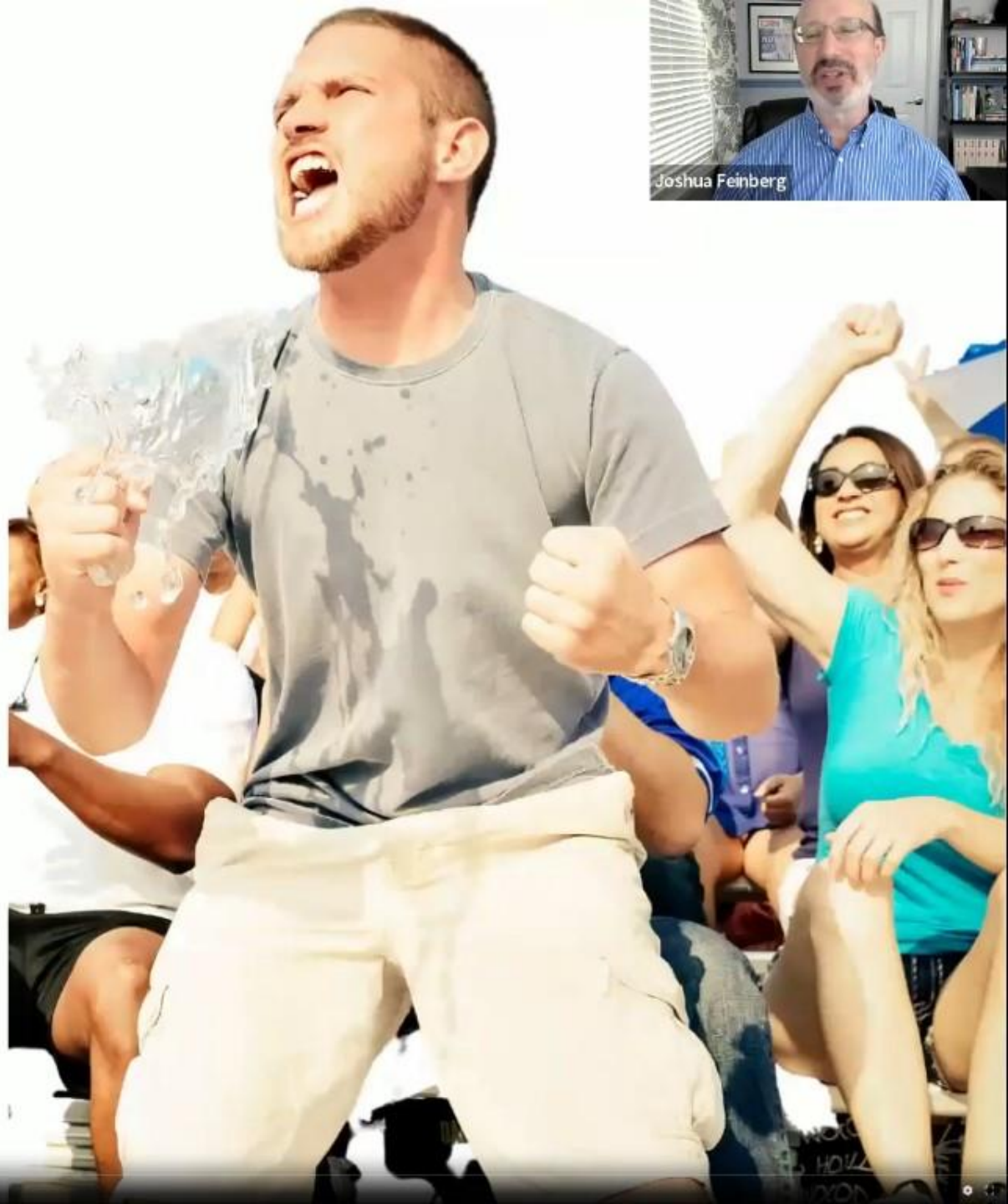
Knowledge of your product or service comes much later in the buyer's journey -- during the decision stage.

What these strangers do know, however, is that they have a

- Goal that they're trying to achieve
- Problem that they're trying to solve
- Nagging challenge that's frustrating them

The companies that successfully create and distribute helpful, educational content from the point of view of the buyer persona, in the exact words of the buyer persona...

...earn the chance to build a relationship with these strangers.



Get on the radar screen of the right strangers, in the right places, at the right time, and in the right context.

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Recommended Resources and Special Offer

Plan your content strategy for maximum relevance, efficiency, and effectiveness across popular formats.

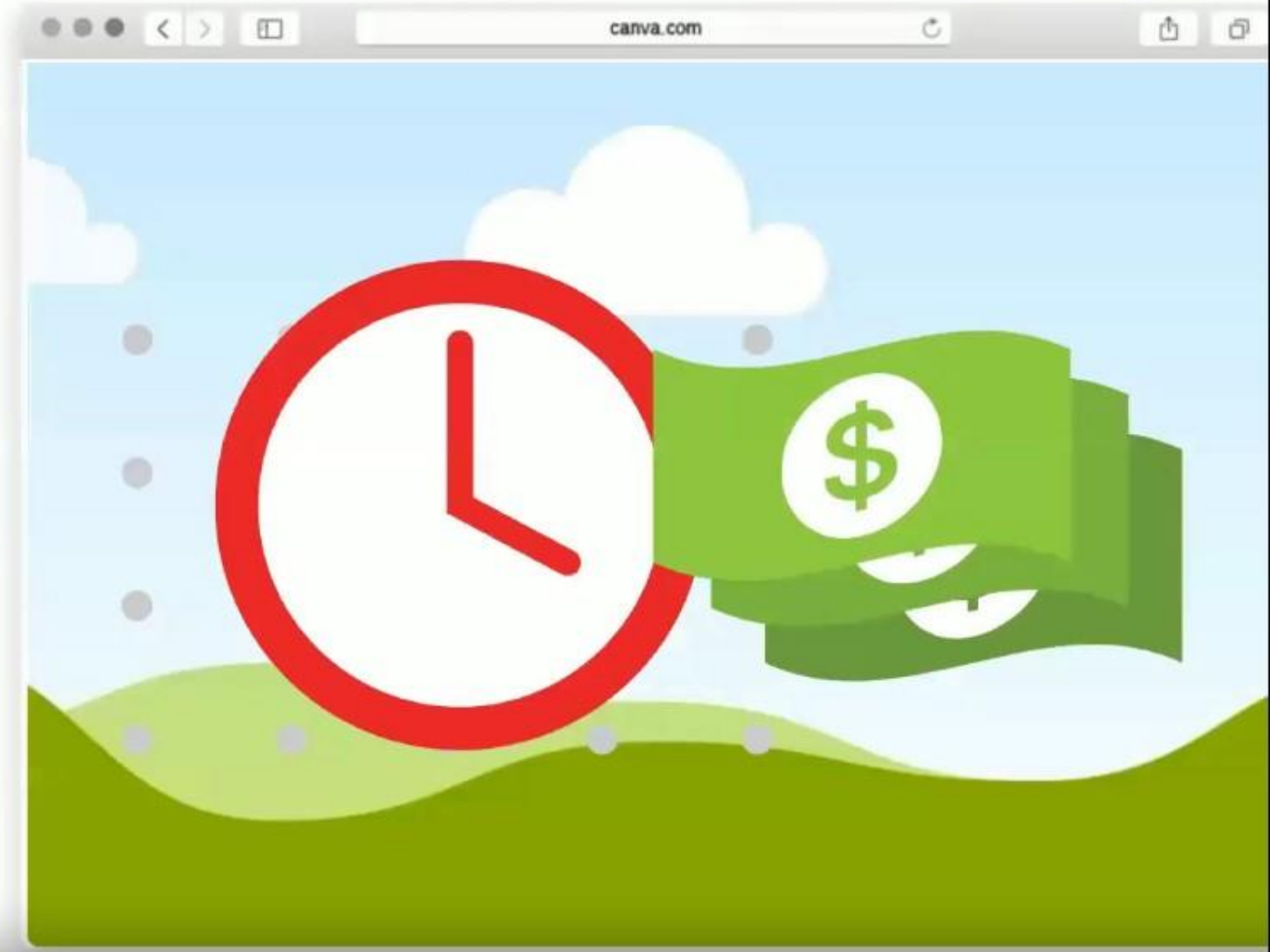
Plan your content strategy for maximum relevance, efficiency, and effectiveness across the most popular formats.

Comparing the Video-Last vs. Video-First Approach

20:01 / 45:38

The Video-Last Approach

It used to be very time-consuming, expensive, and complicated to create video content.



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In this creative process, video production was the last step

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In this creative process, video production was the last step

20:52 / 45:38

And then embedded into the website page, landing page, or blog post.

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The Video-First Approach

Today, go-to-market professionals often start with video at the beginning of their creative communications process.

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Video as a content format for traffic generation has over the years become

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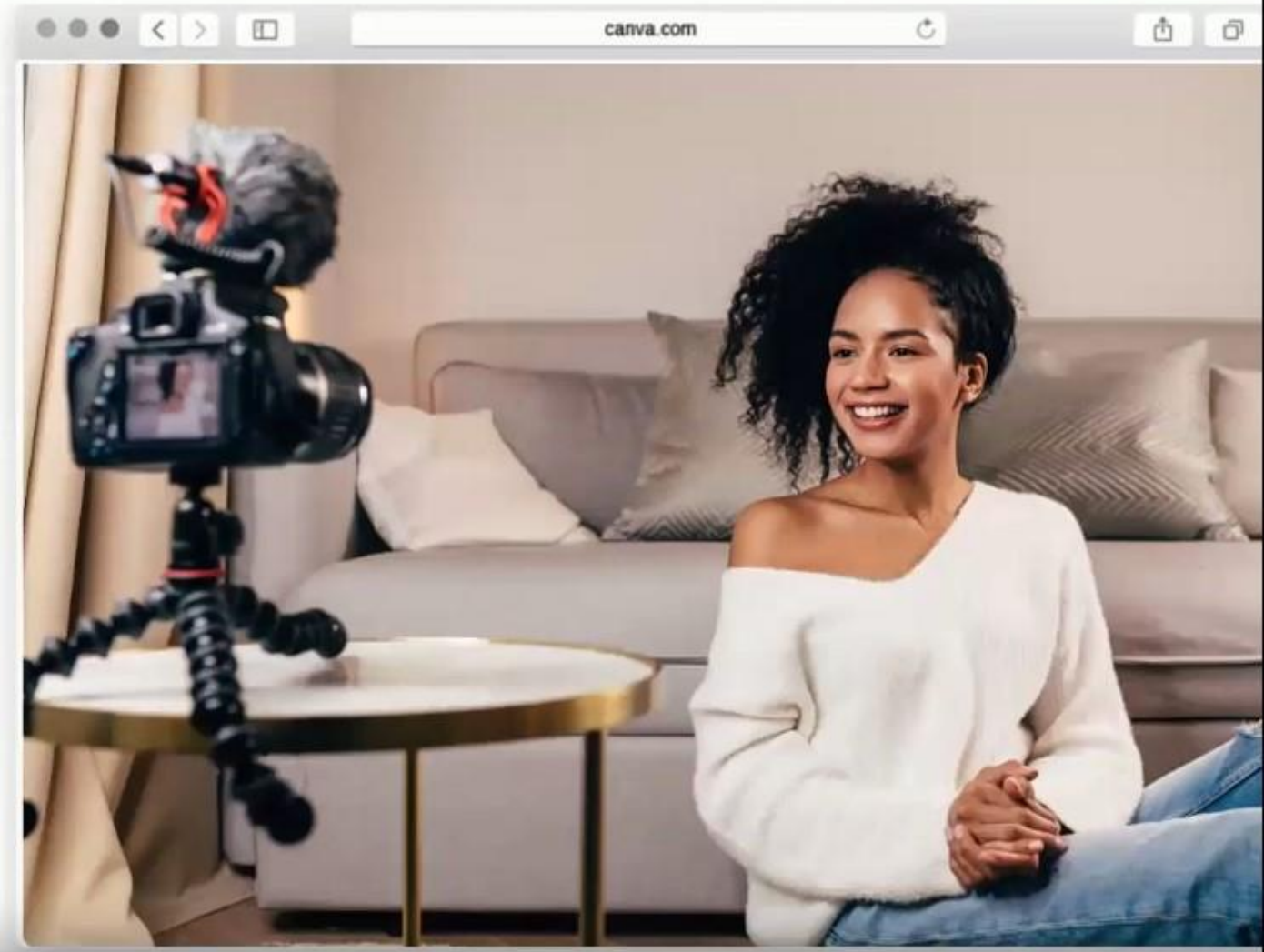
- Much faster to produce
- Much less expensive to make
- Much simpler -- even for non-professionals -- to create, at least around relatively simple content needs



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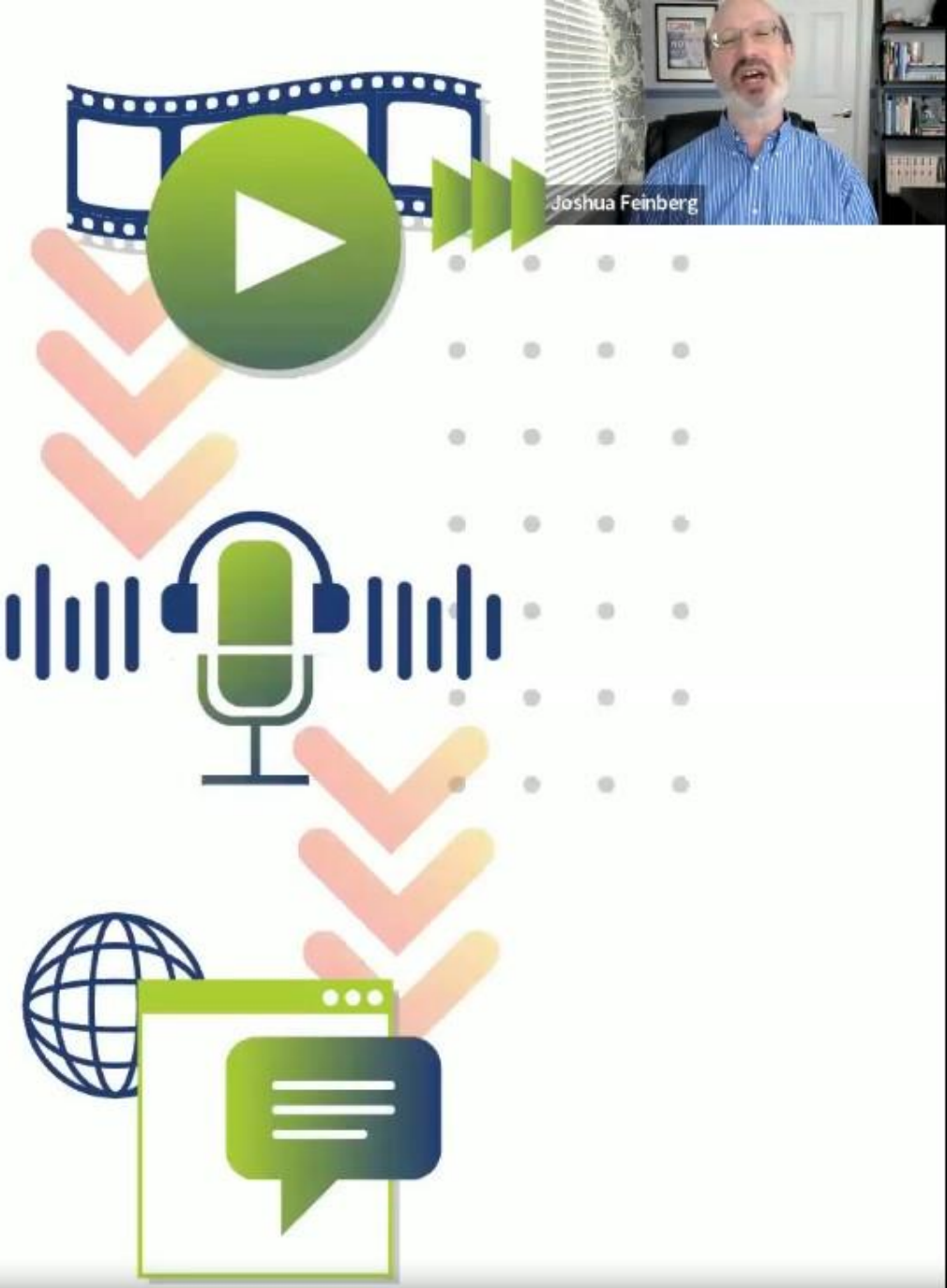
Triple-Dipping

1. Video content asset (first asset)
2. Repurposed into an audio content asset for a podcast (second asset)
3. Repurposed into a text content asset for a blog post (third asset)



22:10 / 45:38

All from a single video and often just a single session with your subject matter expert

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All from a single video and often just a single session with your subject matter expert

23:09 / 45:38

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LINKEDIN & EDELMAN

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Most firms in the data center industry are **completely unprepared** to confront this once-in-a-generation change in purchasing behavior.

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Your Best Prospects Research and Purchase Here (Instead of Your Sales Team)

25:27 / 45:38

But these changes also provide incredible opportunities for those teams that can position themselves as subject matter experts, teachers, trusted advisors, and thought leaders.
Joshua Feinberg
26:03 / 45:38

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Q&A : Data Center Go-to-Market 101

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Your Biggest Sales/Marketing Challenges

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