IDC SALES ENABLEMENT SERVICES

Your Sales Programs…Powered by IDC



STRENGTHEN INDUSTRY CONTENT AND KNOWLEDGE TRANSFER ACROSS YOUR SALES PROGRAMS

Sales Curriculum

Performance Support

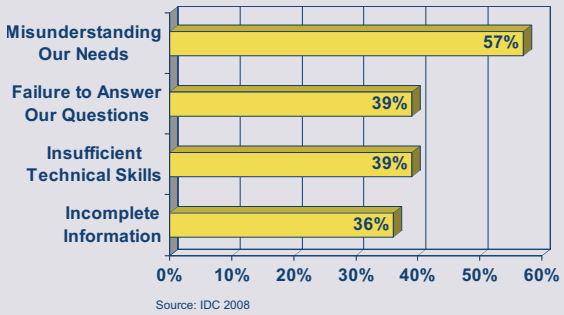
Client-facing Tools

IDC
Analyze the Future

IT Industry Imperative: Better Sales Enablement

The IT Industry invests $174 Billion to reach and influence IT Buyers, yet poor due diligence and information provisioning at the point of sale results in wasted investment.

Costly Shortcomings at the Point of Sale



Source: IDC 2008

IT Industry Drivers:

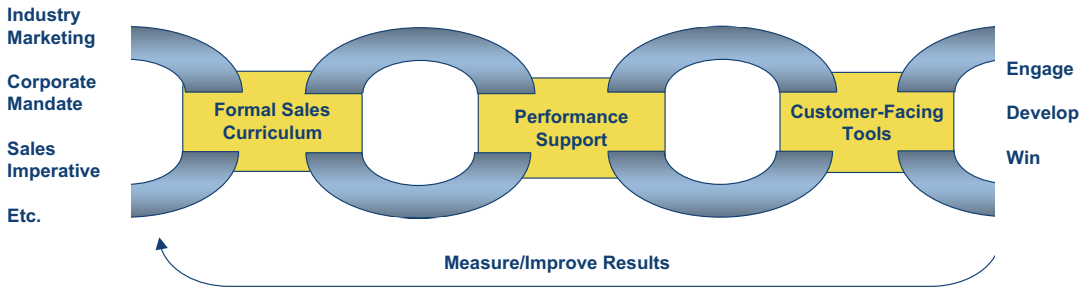
- Sales costs outpace IT industry growth, 9% vs. 5%
- IT offers are increasingly commoditized
- Balance of power shifting to buyers - looking for relationships

Your Buyers' Drivers:

- **Budget** "How can I do more with less?"
- **Top "current" business concerns** "What don't I know?"
- **Top business drivers** "How do I solve these problems?"
- **Industry competition** "How do I rate & am I positioned correctly in my industry?"
- **Top technology issues** "What is coming next?"
- **Relationships** "Am I partnered with the right suppliers"

Sales Organization Drivers:

- Be the product, business and solution expert
- Master the LOB, CIO as well as IT conversations
- And, be a great deal maker



How IDC Enables Sales to Have More Productive Customer Conversations

IDC Sales Enablement Services encompasses desired combinations of this content:

- Top business drivers by industry, regional, and company size segments
- Technology drivers and trends
- Message mapping of vendor solutions to IT needs and trends
- Benchmarking data to help you and your clients assess where they are under-/over-performing
- Buyer-Vendor relationship dynamics
- Share of Wallet data so you know your potential at an account level
- Pricing data, ROI data, peer assessment data and more....

Why IDC Sales Enablement?

IDC Sales Enablement Services (SES) is a team of sales learning and productivity consultants dedicated to helping you leverage IDC leading technology, industry and buyer content to improve sales performance.

IDC delivers competitive advantage by increasing the industry and solution knowledge of enterprise sales forces – and further arming them with tools to take to customers.

We can help with either internal or external initiatives such as:

- Strategic Sales Enablement programs
- Partner sales accreditation/certification
- Sales training curriculum
- New hire and leadership programs
- Sales kick offs and Sales events
- Vertical segmentation of sales teams
- New product launch

IDC Content and Coverage

Choose your:
Solution Area
e.g.
•Systems
•Software
•Services
•Network/telecom
•Media
Note: 300+ solution areas

Choose your:
Industry
e.g.
•Financial Services
•Manufacturing
•Global Retail
•Health
•Government
•Energy
Note: 18 Industries and numerous industry segments covered

Choose your:
Buyer
e.g.
•C-Level
•IT
•LOB
•Other*
*Selectively available by company size and named company

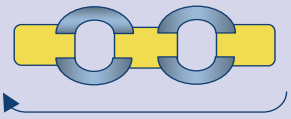
Choose your:
Region
e.g.
•North America
•EMEA
•LA
•AP/J
Note: Information available on 90+ countries

Specify your Sales Objective:
•Resource optimization
•Readiness for new markets
•Value demonstration
•Etc.

Sales Enablement Services

Expert Advice and Skills For Sales Productivity And Development

Specify your Sales Program Focus:
•Curriculum
•Performance Support
•Customer Tools



Measure/ Improve Results

Choose your Modality:



Interactive Guides



Newsletters



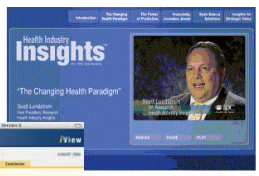
Analyst speakers/ formal trainers



Documents, sales guides, tools



ROI & Benchmarking tools



Pod-casts

Formal Sales Curriculum, leveraging IDC Industry Research, may be presented in Instructor-led format or eLearning formats. IDC also provides access to accreditation programs or access to corporate university courses.

Performance Support includes Sales training solutions such as simulations and hosted Sales kick-offs, in addition to just-in-time performance support based on IDC industry and solution content.

Customer Facing Tools are prepared using IDC research blended with a sales training wrapper to give sales industry context to customer facing white papers, executive briefs, ROI tools and more.

IDC Value to Sales Enablement Programs

- Premium content – accurate and trusted with detailed coverage by technology, industry, region and buyer type
- Multi-media packaging and delivery to optimize sales access, retention and utility
- Specialty partners to provide complete, high value solutions
- Sales learning and development expertise and best practices to maximize the business value of investments
- Brand value that sales teams can take with them into the field
- Unique, global coverage and program rollout support

IDC Sales Enablement Services:

One of Several Companion "Go-to-Market" Programs and Offers from IDC

IDC Sales Enablement Services not only draws upon top analyst content and research but it is one of several services that advises and supports IT vendor go-to-market teams. A representative list of directly related IDC expertise areas follows:

- Sales Advisory Service
- Sales Leadership Board
- Channel and Alliance Services
- Channel and Alliance Councils
- CMO Advisory Service
- Marketing Operations Leadership Board
- Go-to-Market Services
- IT Advisory Tools
- ROI Tools
- The Wallet

IDC SES also works in close partnership with IDC Insights Companies, dedicated to serving the IT purchasing and management interests of IT buyers within specific industries.



About IDC Sales Enablement Services



Michael Bleyhl, SES team leader, joined IDC from EMC with a career of over 13 years working with field organizations to continuously foster business growth and global competitiveness through best practices in learning and development.

In addition to working deep inside large complex IT selling organizations, the SES team is highly experienced with the many options for effectively packaging knowledge in support of training, education and performance. The team's experience includes:

- Capitalizing on new technology to pioneer the use of podcasting and video podcasting to increase effectiveness and reinforcement of corporate field messaging and sales campaigns.
- Executing learning and productivity strategy, goals, metrics and processes to reduce sales cycles and time to market, and reduce cost of sales.
- Leading Lean and Six Sigma Black Belt projects related to training and learning.
- Identifying and quantifying the value of sales knowledge and training to business leaders.

For more information on IDC Sales Enablement Services, please contact your IDC Sales Representative or Michael Bleyhl at 508-872-8200

IDC
Analyze the Future

US and Global Headquarters
5 Speen Street, Framingham, MA 01701 508-988-6710
www.idc.com