

Sales Strategy Transformation for a Large Telecommunications Provider

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An IDC Consulting Client Success Story from the Customer Outreach and Sales Enablement Practice Area

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Client Challenge – The client's needs were relatively straightforward – they needed to move their managed services sales force from selling primarily on price to selling on value. Their challenge was to find an objective and respected player to help.

IDC Consulting Proposal / Methodology – IDC proposed a three pillar approach :

1. White paper based on customer experiences demonstrating the lower costs and ROI for moving from equipment- based solutions to managed services. Targeted at C-level executives who seek business information on the Web;
2. Web-based sales tool supporting multiple managed services enabling the sales force to conduct consultative engagements with their prospects and create and leave behind detailed businesses cases demonstrating the costs and benefits for managed data communications services rather than building capabilities in house. Targeted at the economic buyer;
3. Business value selling class specifically designed to help sales understand and apply credible ROI and TCO analysis to effectively sell using business value and be comfortable using the sales tool at higher levels within their customers.

Results – The client used the resulting IDC sales tool in one-on-one engagements with its major customers to show costs and real savings associated with its managed services offering. This new approach has reduced discounting and provided a competitive advantage in retaining large customers.

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