



Sales Accelerator

An IDC Canada Service for Technology Sales
Professionals, Field Marketing and Channel Teams





Are your sales teams informed and ready to sell?

Ensure sales teams are in the **best position to sell more effectively** with **highly informed** conversations with clients and prospects.

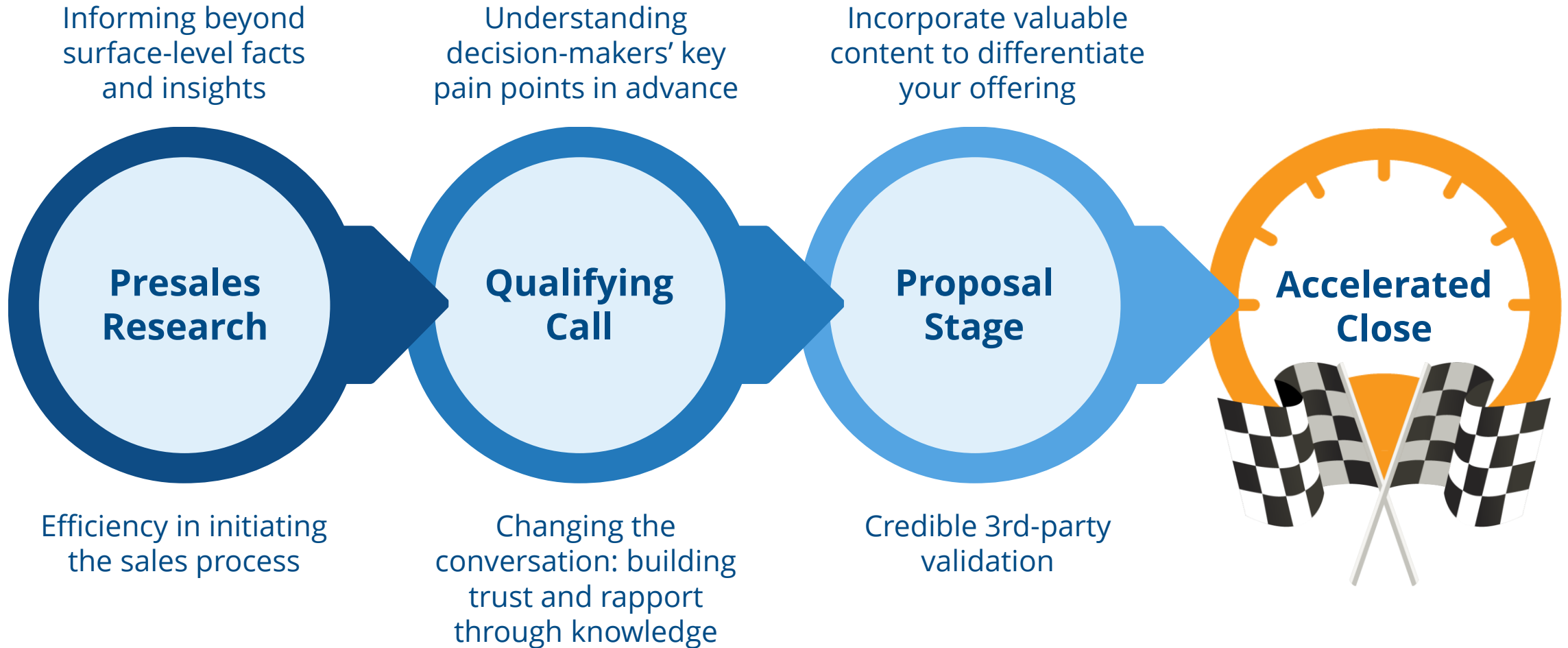
Are you making your sales conversations highly relevant to your buyers' needs?



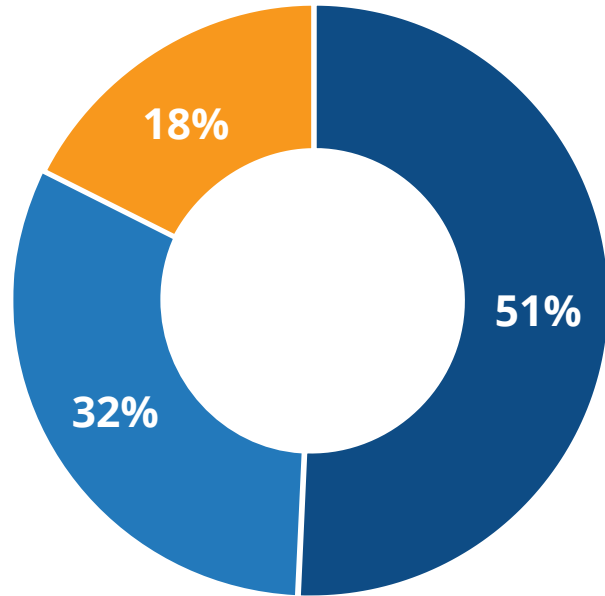
- › The **best** sales professionals are **informed experts**
- › Building **trust and rapport** begins with **quality insight** and intelligence
- › Success requires **a deep understanding** of the markets into which you sell

Sales Accelerator

How IDC Can Feed Your Sales Process



The **Sales Relationship** is the Most Important Factor During the Exploration Stage of an IT Purchase



Which factor is most important?

- **Relationship**
“Level of trust in the sales person and their team.”
- **Value**
“Balance the quality, risk, and cost of the solution.”
- **Cost**
“Buys lowest price product or service that meets the buying criteria.”

Yet... Only **26%** of IT executive buyers indicate their vendors “**understand** our organization’s needs very well” and “provide **thought leadership** very well”.

Technology Sales Professionals Are Facing Challenges

The New Reality: continuous demands and rising expectations to drive sales



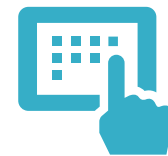
Always running: limited time available to spend time gathering industry insights



Widening scope: being asked to do more, while still keeping up on product and industry knowledge



Often wading through multiple sources of data, facing information overload, and still needing quality insight and intelligence



Need for timely and actionable insight and education, that can be easily consumed by sales executives and field marketing teams

Technology Sales Professionals Are Facing Challenges



"I **forecast** to my boss every single **week**. And we have company "**town halls**" team meetings **5 times per quarter**."



"I completely **lack analytics and market data** to determine if the sales plan, the time and expectations are correct."

"We don't have a formal program on **social selling**. But we would **love** to come up with a plan".



"Training used to be very product focused. Now **training is about business**, how to have the **conversation**."



"Sales reps spend maybe **1 hour per week learning** about **market trends** and competitors. It's not a lot. For reps **spending the time is tough** to do. Only our top reps do it."

Overview of the Service

Actionable Guidance for Sales Professionals from IT Industry Experts

IDC Sales Accelerator

Providing intelligence to help accelerate the sales process



Delivered with regular cadence, designed for easy consumption by busy sales teams

High quality, relevant
IDC industry insights



Sales Professionals

- Become educated on market
- Attain trusted advisor status quickly
- Enable sales teams to have better conversations with clients and prospects
- Stay on top of competitive changes
- Present offerings aligned to customer needs, overcome objections



Field Marketing Teams

- Create value propositions and transform them into positioning and messaging
- Prepare sales teams with information, and resources to help meet targets
- Educate sales and partners
- Drive leads, build funnel
- Provide better content for social selling strategy



Channel Managers

- Become educated on market
- Validate Canadian channel strategy
- Enable channel teams to have better conversations with clients and prospects
- Identify and attract key partners
- Train and enable partners to be successful

Outcome: Faster Time to Close

Example Deliverables



Preparing to Sell

Augment Sales Training Programs by Understanding Buyer Behaviour

Top 10 Inhibitors to Digital Tech Adoption: Beyond security and cost a variety of concerns are preventing Canadian organizations from embracing DX technologies

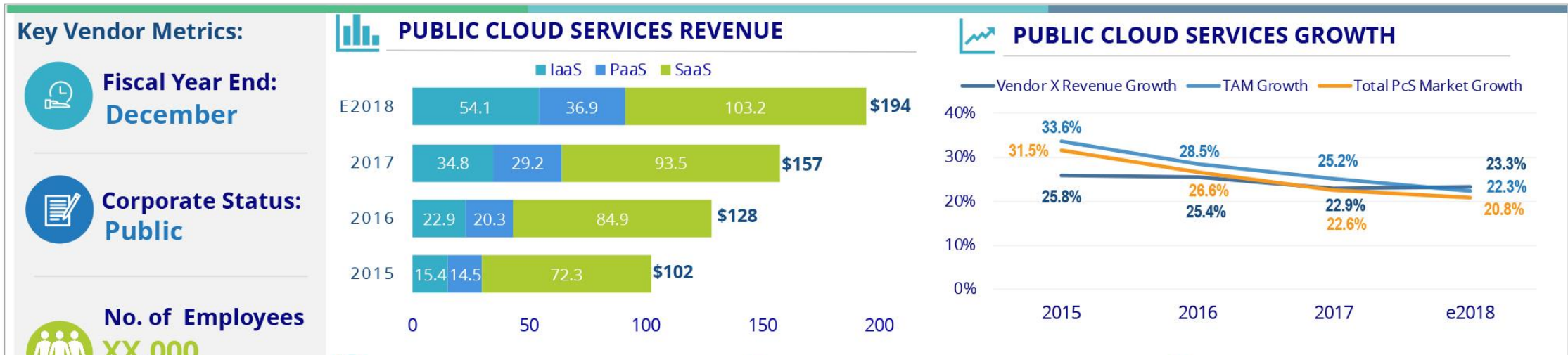
What are the key inhibitors to your organization's use of digital transformation technologies?



Prepare to **overcome buyer inhibitors** and objections with **relevant Canadian market insights**

Obtaining Competitive Intelligence

Vendor Market Position in Canada: Public Cloud Services



Quickly learn competitive positioning with IDC's Vendor Dashboards



IDC Executive Market Insight Email









Comment on Trend

Illustrative Chart

Inform sales executives about key industry developments with IDC commentary delivered directly to email inbox

Industry Playbook

Manufacturing and IoT → Mapping to Roles

 Target Areas	 Customer Issues	 Conversation Starters	 Examples of Needs	 Benefits Examples	 Relevant IoT Solution
Production					
Operations (Tooling, Stamping, Casting, Painting)	Operational efficiencies	What level of autonomous robotics are you investing in?	Do your managers have insight into performance of their robotics?	Automating workflow	
Operations	Machine maintenance and diagnostics	When is the optimal time for maintenance and repairs on your assets?	Should you follow a generic schedule every 6 months?	Lowering downtime	Fleet management system with vehicle telemetry
Environmental Monitoring	Improved quality	Are your plant floor operations affected by environmental factors?	A number of auto plant paint shops integrate external and internal humidity.	Lower error rate	Sensor Suite: Cost-effective energy management

Get smart on **industry challenges**, roles and issues to have **more relevant conversations** with prospects and customers

Driving Engagement With Clients Through Enterprise Social Selling Best Practices: **LinkedIn Posts**

Snackable Audio Clips



Topical Market Insights

Leverage IDC's **thought leadership** and independent **Canadian market insights** to engage with clients and prospects through social channels

How do you get noticed and become the preferred provider in today's hyper-educated buyer market?

Research-driven insights and content will make your brands, products and services stand out from competition. It will also make your sales professionals more relevant and credible.

Consider the following data points:

91%

of B2B buyers prefer to consume interactive and visual content.

Source: DemandGen Report

76%

of buyers wish that content used more data and research.

Source: 2017 Content Preference Report

67%

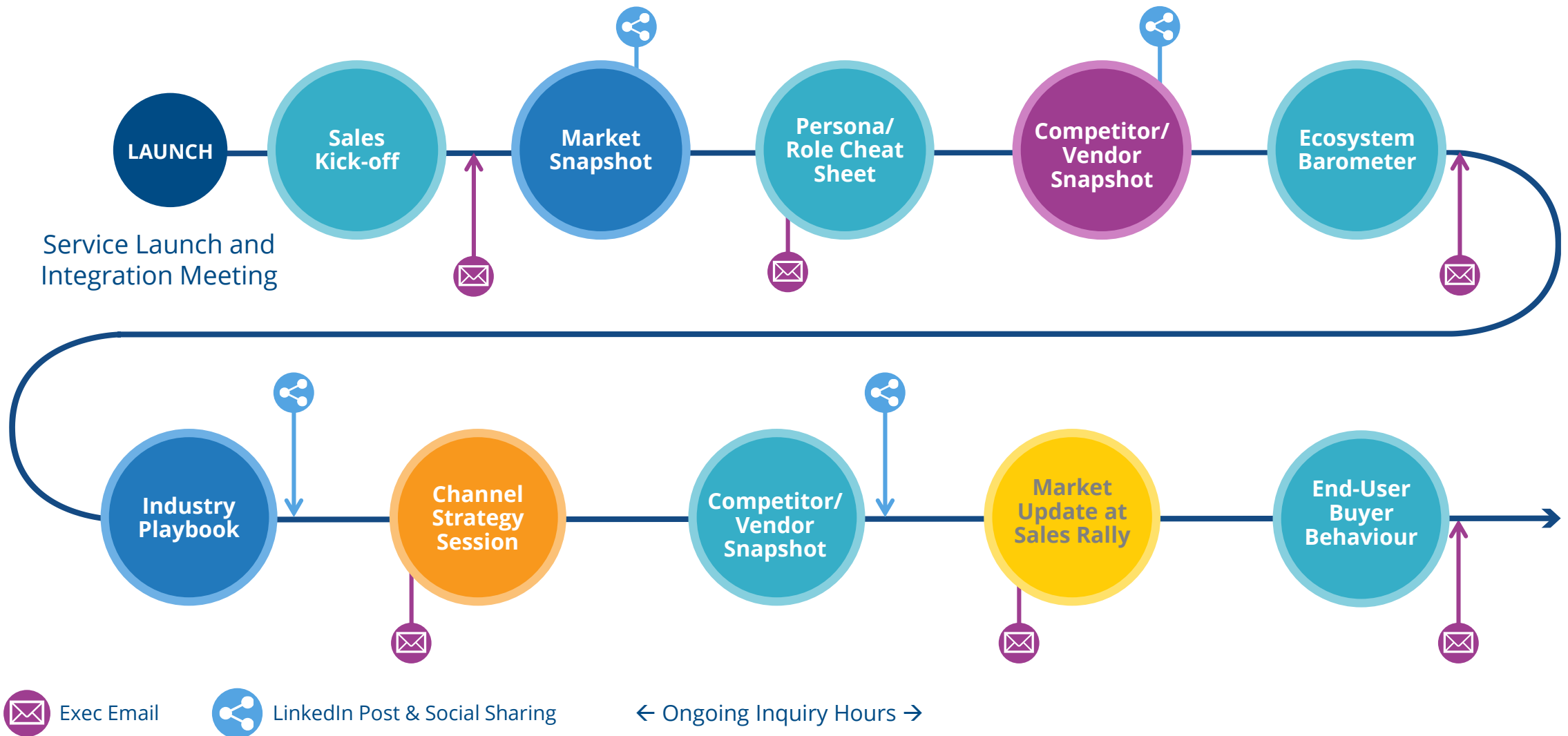
of buyers use third-party analyst reports, or credible content from industry influencers, when making purchase decisions.

Source: 2018 Content Preference Report

At the same time, more than **51%** of marketers cite **content quality** as the biggest challenge to establishing credibility.

Source: ConvinceAndConvert.com

Sample Schedule of Delivery



Why IDC?

Unmatched Global and Local Expertise



More than **1,100 Analysts** located in over 50 countries worldwide, with **30+ analysts in Canada**



Significant primary demand-side research — more than **14,000 end users** surveyed annually in **Canada**



Dedicated **Canadian research programs** and custom offerings to support strategic planning, **marketing and sales enablement**

Strategic partnerships with:



Social Media and News influence via LinkedIn, Twitter, Globe and Mail, National Post, CBC, CTV, IT Business, IT World Canada, Channel Daily News

Sales Accelerator

Technology Coverage Areas Available in 2019

Canadian Datacenter Infrastructure



Datacenter Technologies
Server and Storage
Converged Systems

Canadian Security Solutions



Managed Services
Cybersecurity Consulting
Security Solutions

IDC is here to help you succeed

Sales Accelerator comes with inquiry and support



- **Subject matter experts:** access to Canadian analysts
- **Dedicated account managers:** regular in-person touch points and business value reviews
- **Executive support:** access to Canadian research leaders
- **Inquiry desk:** access to AskIDC for ad-hoc questions, assistance accessing content and general support

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