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

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

Are your sales teams informed and ready to sell?

Are you making your sales conversations highly relevant to your buyers' needs?
Sales Accelerator
How IDC Can Feed Your Sales Process

- Informing beyond surface-level facts and insights
- Understanding decision-makers’ key pain points in advance
- Incorporate valuable content to differentiate your offering

Presales Research
Efficiency in initiating the sales process

Qualifying Call
Changing the conversation: building trust and rapport through knowledge

Proposal Stage
Credible 3rd-party validation

Accelerated Close

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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”.

Source: IDC Canada BITAP (Business and IT Advisory Panel Survey) n2 2018 Survey, May 2018; IDC Canada Top Executive Study, February 2019
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.”

Source: IDC Canada executive interviews with Canadian IT vendor sales leaders 2018
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

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Sales Accelerator Programs

**IDC Helps Sellers & Marketers Take Action on Key Responsibilities**

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### **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

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**Outcome:** Faster Time to Close

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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.

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

Key Vendor Metrics:

- **Fiscal Year End:** December
- **Corporate Status:** Public
- **No. of Employees:** XX,000

**PUBLIC CLOUD SERVICES REVENUE**

<table>
<thead>
<tr>
<th>Year</th>
<th>IaaS</th>
<th>PaaS</th>
<th>SaaS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>54.1</td>
<td>36.9</td>
<td>103.2</td>
<td>$194</td>
</tr>
<tr>
<td>2017</td>
<td>34.8</td>
<td>29.2</td>
<td>93.5</td>
<td>$157</td>
</tr>
<tr>
<td>2016</td>
<td>22.9</td>
<td>20.3</td>
<td>84.9</td>
<td>$128</td>
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<tr>
<td>2015</td>
<td>15.4</td>
<td>14.5</td>
<td>72.3</td>
<td>$102</td>
</tr>
</tbody>
</table>

**PUBLIC CLOUD SERVICES GROWTH**

- Vendor X Revenue Growth
- TAM Growth
- Total PCS Market Growth

- 2015: 31.5%
- 2016: 26.5%
- 2017: 25.2%
- 2018: 23.3%

- 2015: 33.6%
- 2016: 28.5%
- 2017: 22.9%
- 2018: 22.3%

- 2015: 25.8%
- 2016: 25.4%
- 2017: 22.8%
- 2018: 20.8%

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Inform sales executives about **key industry developments** with IDC commentary **delivered directly to email inbox**
## Industry Playbook

Manufacturing and IoT → Mapping to Roles

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

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

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.

- **51%**
  - Source: ConvinceAndConvert.com
Sample Schedule of Delivery

LAUNCH
Sales Kick-off
Market Snapshot
Persona/Role Cheat Sheet
Competitor/Vendor Snapshot
Ecosystem Barometer

Service Launch and Integration Meeting

Industry Playbook
Channel Strategy Session
Competitor/Vendor Snapshot
Market Update at Sales Rally
End-User Buyer Behaviour

Exec Email
LinkedIn Post & Social Sharing
Ongoing Inquiry Hours

Draft generic schedule. Timing of deliverables can be customized based on sales and marketing team needs.
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:

CIO Association of Canada
IT World Canada
ITAC
Core
nGage

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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