



IDC Sales Enablement Practice Case Study

Turning a Sales Kickoff into a Workshop for Sales Success

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What was the Challenge?

Bringing expert market insights into the selling process



- The client sought marketing assets that leverage IDC analyst insights on energy industry trends, in addition to the value of production management.
- The client was looking for some thought leadership material on the industry, in order to engage technology buyers
 - Short-term impact assets that speak to both IT executives and line-of-business buyers, including finance & operations.
 - Wanted IDC guidance on best practices for enabling effective message delivery to their target audience.

What was the Solution?

White paper + actionable sales guidance

- IDC created an oil & gas production optimization white paper and overview of the production management landscape.
- Analyst-led video tutorial that would get client sales personnel ready to pick up the dialogue with clients.
- On-demand training resources for sales, focused on opportunity development.
- Discussion of buyer roles and purchase decision-drivers of desired oil and gas customers
- Creation of pain-point discovery questions with guidance on how answers should inform selling strategy.
- Development of key talking points that communicate the value of the client's solution.
- Links to additional client-supplied campaign resources that sales people can leverage in client discussions.

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INDUSTRY SPOTLIGHT

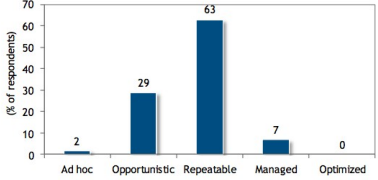
The Growing Appeal of Advanced and Predictive Analytics for the Utility Industry

October 2014
Sponsored by SAP

Advanced and Predictive Analytics in the Utility Industry

Utilities are still maturing in their use of analytics, as reflected in the distribution of utilities across the stages of IDC's Big Data and Analytics (BDA) Maturity Model. IDC's research shows that while 64% of utilities that have embarked on an analytics initiative experienced benefits that met or exceeded expectations, more than four times as many utilities are in the lowest two stages of maturity as in the highest two stages of maturity, with 63% of utilities in the middle stage of maturity (see Figure 1).

Figure 1
Big Data and Analytics Maturity Distribution Across Stages: Utilities



Stage	% of respondents
Ad hoc	2
Opportunistic	29
Repeatable	63
Managed	7
Optimized	0

n = 59
Source: IDC's Big Data and Analytics Maturity Benchmark Survey, 2013

While the utility industry is continuing to discover and leverage the power of current analytics technologies, the technology sector is continuing to develop new technologies that offer great promise. Predictive analytics, in particular, has the potential to deliver critical capabilities to the utility industry in the area of assets, operating efficiency, new revenue opportunity discovery, and customer engagement.

IDC 1786

**IDC Sales Tutorial:
Optimizing Production Allocation
in Oil & Gas**

Kevin Prouty
IDC Energy Insights

Marketing Collateral

- Product Overview
- Key message document
- Product pitch deck and script
- Internal sales guide, which is a list of resources, a high-level reference guide, and two sample emails.
- IDC White Paper: Production Optimization: Allocations Enablement



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What were the results?

A shift in focus from marketing assets to sales enablement

- After brainstorming on the best strategy for message delivery to their target audience, client CMO prioritized market and buyer education for sales
- Helping sales understand the industry and business context within which they needed to discuss analyst insights was seen as a critical path to campaign success
- Client feedback highly positive
 - Improved buyer engagement by focusing on business needs instead of the solution being sold
 - Pain-point discovery questions help reps identify opportunities to sell





For More Information

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