 IDC Sales Enablement Practice Case Study

Turning a Sales Kickoff into a Workshop for Sales Success
Turning a sales kickoff into workshop for sales success

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.
Turning a sales kickoff into workshop for sales success

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 Predictive Analytics (BDPA) Survey. IDC's research shows that while 43% of utilities that have embarked on an analytics initiative experienced benefits that met or exceeded expectations, more than half (55%) of survey respondents in the lower two stages of readiness (i.e., the highest two stages in maturity) rated their initiatives as less valuable (see Figure 1).

Figure 1

<table>
<thead>
<tr>
<th>Maturity Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Hoc</td>
<td>28%</td>
</tr>
<tr>
<td>Opportunistic</td>
<td>31%</td>
</tr>
<tr>
<td>Repeatable</td>
<td>26%</td>
</tr>
<tr>
<td>Managed</td>
<td>6%</td>
</tr>
<tr>
<td>Optimized</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Source: IDC's Big Data and Predictive Analytics Survey 2013*

In the utility industry, ongoing concerns and leverage the power of current analytics technologies. The focus is on developing and enhancing the use of new technologies that offer greater 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.

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
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
customsolutionsww@idc.com