



Sales Channel Strategies for Professional Services

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Who We Are...

Founded in 1995, and with over 65 clients...

The Collaborative helps services and technology firms bring the highest return to their sales and marketing investment, and overcome the obstacles to sales effectiveness most often overlooked.



What We Offer...

We accomplish this by providing:

- *The Development and Enhancement of Business and Sales Strategy*
- *Organizational Review and Re-design*
- *Employee Development and Coaching*
- *Targeted results-oriented training*
- *Effective selection of new employees*
- *Interim Management*



Selling Professional Services

The Challenges:

- You are “selling the invisible”
- You are selling – who’s going to deliver?

-- or --

- You’ve hired a salesperson – do they have solid technical knowledge and relationships?
- You’ve strictly defined your business model – or have you?



How Are You Different?

- What's your reason for being; what's the unique value offered?
- How is your firm/services positioned?
- What's the reputation of the principals?
- Why shouldn't I go with one of your many or much larger competitors?



Competitors

- Accenture
- Deloitte
- IBM
- Bearing Point
- PWC
- McKinsey
- Sapient
- EDS
- AT Kearney

...and any person or group of technically savvy people who come from your industry!



Guerilla Marketing

- Tell prospects your story, deliver on it, and get a reference
- Talk on panels and attend tradeshow
- Write white papers, case studies
- Consider outside help

Establish the brand and reputation first!



Business Model Drives Channel

Are you, or do you aspire to be, a...

- Body shop?
- Specialty shop?
- Custom development shop?
- Product shop?

*Need to put a stake in the ground before
determining the best channels!*



Channels

Most prevalent:

- Direct
- Via vendor relationships
- Partners
- Key contacts and clients

Least prevalent or germane:

- OEMs
- VARs
- Distributors



Case Studies

- EzeCastle Integration
<http://www.eci.com/>
- Eagle <http://www.eagleinvsys.com/>
- Basis Point Group
<http://www.basispointgroup.com/>
- Rowan Group/Citisoft [now Satayam]
<http://citisoft.com/>
- Anonymous



Final Thoughts

- Establish the business model and stick to it
- Marketing is paramount
- Your key contacts and “niche influencers” are keys to success
- Have a “human capital management strategy”



Questions?

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