

SELLING DIGITAL TRANSFORMATION PRODUCTS AND SERVICES Course & Platform



Course and Platform Built Specifically
For Enterprise Technology Sales Teams

ionology

BUILDING A WORLD CLASS DIGITAL TRANSFORMATION SALES TEAM

The sale of 'tin, wires and licence fees' is getting harder, driven mainly by the evolution of the public cloud and the mindset shift of successful business leaders. Managed service providers are finding it difficult to differentiate their service from that of competitors, resulting in reduced margins. Enterprise software companies are struggling to compete with a constant stream of new interoperable micro-service platforms.

This course gives sales professionals a new way of initiating compelling conversations that are all about the customer. The Propulsion platform examines the digital footprint of a potential customer and provides amazing new insights about how their business is performing in the digital economy.

Modern business leaders have an expectation that technology will simply deliver a solution. Their question is... "solution to what challenge?" Business leaders often struggle to understand how to create new sustainable competitive advantage enabled by new technology. We help them bridge that gap.

Successful sales teams seek to inspire the customer and challenge their preconceptions about their own business.

- ✗ They don't initiate conversations with product or service features and benefits
- ✓ They seek to identify and articulate the customer's commercial opportunity, better than the customer can.
- ✓ They use data to validate their reasoning and build a pathway

This is a 'Challenger Sale' course and toolset built specifically for technology sales professionals that want to digitally transform their own sales methodology.

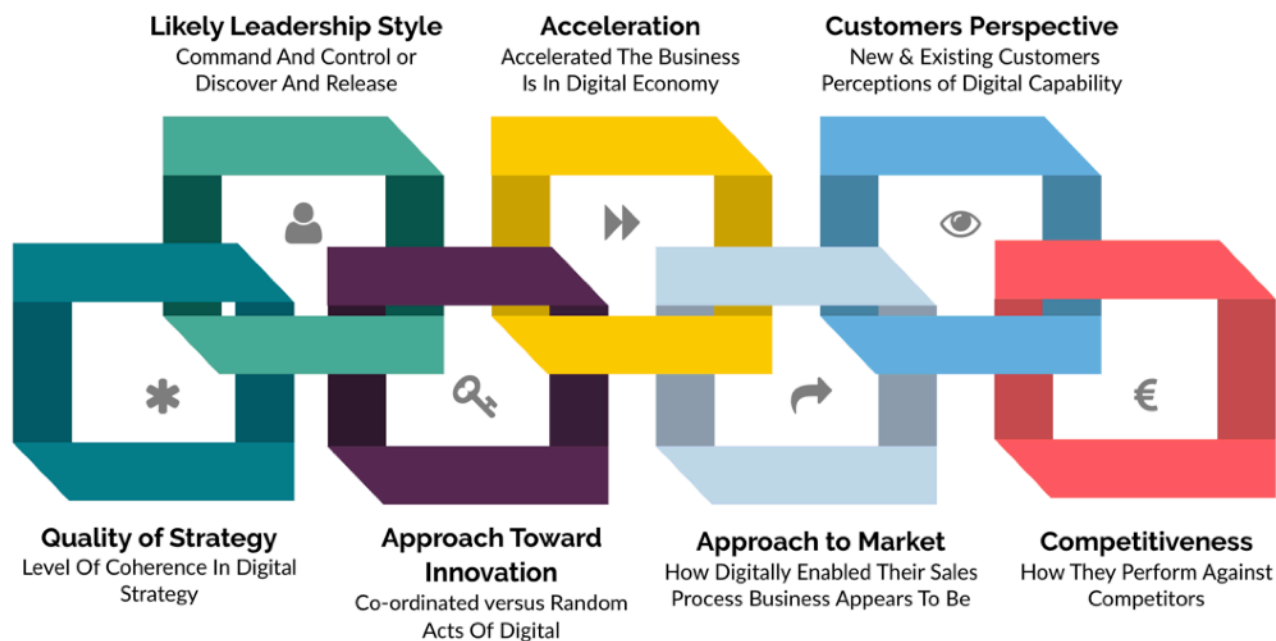


"Building on your existing domain expertise, Ionology gives sales professionals a proven method for identifying new business opportunities, creating convincing, challenging roadmaps for the future and delivering world class, technology-driven projects."

Prof. Niall McKeown
Ionology CEO & Principal Course Facilitator

YOU CAN TELL A LOT FROM A CUSTOMER'S DIGITAL FOOTPRINT

The best way to sell technology solutions is to offer maximum insight and value to your customer. The digital footprint of an existing or potential customer is a telling tale. This course shows even inexperienced sales professionals how to kick open new doors and experienced enterprise sales professionals how to use the data to create insights, debate, strategies and solutions that require new and emerging technology.

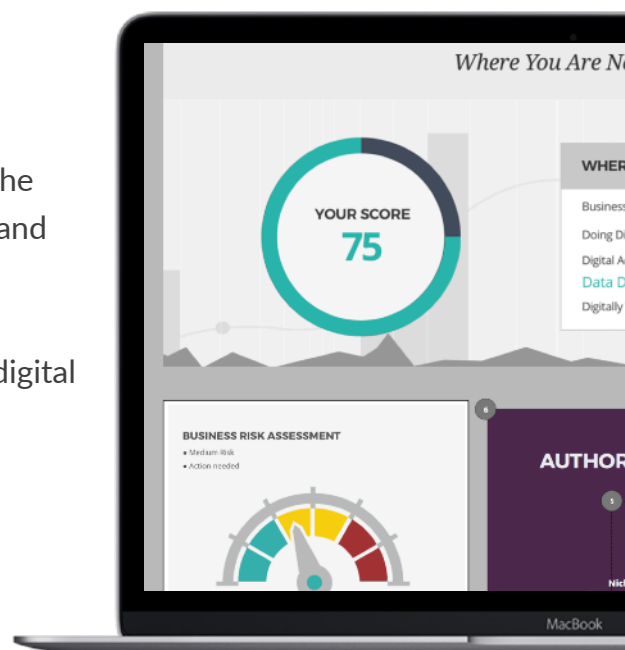


A digital footprint reveals a lot about a business and its digital maturity

PROPULSION - THE PERFECT SALES LEAD GENERATION COMPANION TOOLKIT

The Propulsion platform aids the rapid assessment of a customer's digital footprint and indicates how they're performing in the digital economy. The assessment uses the public persona of a business to assess their performance and finds gaps in their performance.

- An automated and immediate review of a customer's digital footprint
- Creates the initial assessment
- Delivers challenging insights with amazing accuracy
- Almost always leads to further discussions



COURSE OPTIONS

Courses can be delivered in person by the Ionology team in your office, or as a blended e-learning and on-premise experience. Courses can be delivered across multiple sessions to minimise disruption to business-as-usual.

3 Day Course

Ideal for sales lead generation teams that want to understand how to use data to create new compelling pitches

5 Day Course

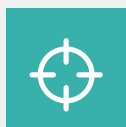
For professional experienced sales teams that want to use data driven methods, to open new conversations and deliver better 'challenger sale' engagements

8 Day Course

The consultant sales professional that needs deep understanding of digital transformation frameworks and linking solutions to their technology portfolio



3 DAY COURSE



TARGET AND PITCH

Data interoperation, creating 'challenger' pitches and create new business opportunities for your Sales Professionals

Sales Lead Generation

5 DAY COURSE

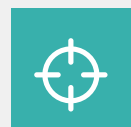
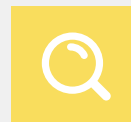


ENGAGE & WIN

Use data to help a customer understand how they can create new and sustaining competitive advantage enabled by technology

Challenger Sales Professionals

8 DAY COURSE



CONSULT

Become a qualified practitioner of The 7 Principles of Digital Business Strategy. Become indispensable.

Technical Consultant Sales Professionals

TARGET & PITCH - 3 DAY COURSE

USING DATA TO CREATE A COMPELLING SALES PITCH For IT Sales Lead Generation Professionals



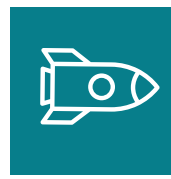
CREATE
COMPELLING
PITCHES



ENGAGE IN
DEPTH



ANSWER
CUSTOMER
QUESTIONS



BUILD DIGITAL
BUSINESS
STRATEGIES



LINK WITH
ENTERPRISE
TECHNOLOGY

Day 1: Using Data to Identify New Business Opportunities

Analyse your customer's digital footprint to extract meaningful data that will inform you about their ability to compete in the digital economy and their position in the digital marketplace.

- How do I extrapolate the data produced in **Propulsion**?
- How do I translate the data into insights?

Day 2: Creating Compelling Business Insights Reports

Map the data from the digital footprint analysis onto the 7 Principles of Digital Business Strategy Board. Using this evidence and the strategy board you can identify opportunities and needs that form the basis of a strategic business case.

- How do I translate the insights into convincing pitches?
- How do I link business problems to technology solutions?

Day 3: Using Video to Communicate the Report

Using evidence, the 7 Principles of Digital Business Strategy and the power of storytelling to create a compelling proposition for your customer.

- How do I communicate the strategy to my customer?
- How do I use the data and framework to create a compelling story?
- How do I use video to tell that story?

CHALLENGER SALES PROFESSIONAL - 5 DAY COURSE

USING DATA TO FORMULATE A STRATEGIC BUSINESS CASE For IT Sales Professionals

Content from 3 day course plus:



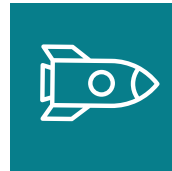
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Day 4: Deliver Deeper Insights Using the 7 Principles of Digital Business Strategy Framework

Getting a meeting with a customer is the start of the sales journey. Helping the customer understand their own digital footprint and showing them the options open to them is essential to building trust and becoming an indispensable advisor

- How do I work with customers to map their digital business roadmap and play?
- How do I link this journey with a business case?

Day 5: Overcoming Customer Concerns

When you create lightbulb moments and produce compelling evidence as to how to address new markets or extend competitive advantage, the customer always wants to challenge your recommendations. Your confidence must be high, your data solid, your methods well understood.

- How do I use additional data to inspire customers and reduce their internal conflicts and confusion?
- How do I define the required steps and overcome customer objections?
- How do I answer searching questions about the data I've presented?
- How do I map out a customer's technology, communications, innovation and education needs?

DIGITAL SALES MASTER - 8 DAY COURSE

BUILDING DETAILED STRATEGY, BUSINESS CASES AND TECHNOLOGY REQUIREMENT SPECIFICATIONS

Content in addition to 3 & 5 day courses



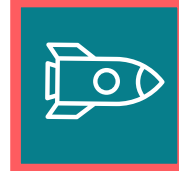
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Day 6: Building Innovative Value Propositions

Working with customers to create a detailed digital transformation strategy. Applying advanced data insights to the 7 Principles of Digital Business Strategy.

- How does the strategy truly 'transform' the organisation and how it approaches the market?
- How do I select a play that aligns technological need with the greatest strategic advantage?

Day 7: Advanced Study of Digital Transformation Frameworks and Use Cases

- How do I evaluate the quality of a digital transformation strategy?
- How do I help customers create a culture of innovation, enabled by technology?
- How do I improve a business' rate of acceleration in the digital economy?
- How do I help the leadership improve their approach to digital?
- How do I help the customer use these innovations in their own value proposition?
- How do I compare its current competitiveness to how it will be, once transformed?
- How do I calculate risk, manage it and present it?

Day 8: Linking Business Strategy to Enterprise Technology Solutions

Most technology firms must change their own value proposition in light of their new skills. In this training day we look at how to help you understand techniques to create value proposition and how to link your technical solutions to the business case for transformation.

- How do I express the value the transformed organisation will achieve?
- How do I link this business case with enterprise technology solutions?

FREQUENTLY ASKED QUESTIONS

Can we just buy the software?

Yes, however the challenge comes the moment the customer asks a question about the origin of the data, why it matters to them and its meaning. We've found that data driven sales requires that the sales people understand the data!

Can the course be taken online?

The 3 day course can be condensed into 5 hours of straight theory video that can be taken online. This is not recommended as the sales person will not have the required experience. Report quality tends to diminish as does sales lead conversion rate.

The 5 and 8 day courses require on-premise training.

Is there a way to try-before-you-buy?

During negotiations, it's not uncommon for us to create a proof-of-concept video on a pitch of your choosing. We walk you through the process and help you with the pitch.

Is there a minimum amount of sales professionals needed for the course?

The solution is designed for enterprise clients. We typically only engage with organisations that have 10+ sales professionals that require the course and Propulsion platform.

What countries do you operate in?

We have delivered our courses and software to enterprise clients across the globe. While the price is affected by distance, it's a nominal cost in the greater scheme of things.

Where can I find out more information?

We have published a book on the 7 Principles of Digital Business Strategy.

We've one of the world's most popular YouTube channels on digital transformation.

We've lots of good case studies for you to review.

Reference sites can be provided assuming commercial agreements are well underway.

Who else uses this methods and tools?

Most of our work is with enterprise technology providers. We work with some of the most successful enterprise technology firms in the world. They would prefer we didn't publish their names however, they are happy for us to use their names as reference sites should we get to that stage in our discussions.

COURSE BENEFITS



LEAD AND DELIVER

Be at the forefront of your customer's digital transformation journey as a trusted advisor and partner. Be involved at strategic decision making level, identifying needs, specifying solutions and implementing them.



GROW YOUR BUSINESS

The demand for digital transformation services has grown exponentially and the opportunity for technology providers who can define and solve strategic business problems is huge. Those who can't will quickly become irrelevant.



DIFFERENTIATE YOUR BUSINESS

Management consultancies are moving into the technology space because they are working at board level to define technology requirements. Building a strategic business case for your technology solutions sets you apart from other IT providers and the consultancies who don't have your expertise.



ENGAGE BUSINESS LEADERS

Talk business problems rather than technology. Engage with business leaders by being able to identify and solve their challenges better than anyone else.

WHY CHOOSE IONOLOGY?

When it comes to digital transformation we have the practical methodology for identifying and quantifying opportunities that will create step change and set organisations off on a journey of true transformation leveraging technology.

The 7 Principles of Digital Business Strategy

Our digital transformation framework: peer reviewed, academically published and used successfully in hundreds of businesses worldwide. It is a data-driven framework used to create digital business strategies based on evidence, using tried and tested strategic plays to create competitive advantage in the digital economy.

We help you differentiate your business

The 7 Principles of Digital Business Strategy is one of the most insightful digital business planning tools in existence. Learn to conceptualise and communicate your customer's position in the digital economy, the challenges they face and help them to identify solutions to those challenges all using empirical evidence.

Build a business case using data

Propulsion is the only data-driven sales lead generation tool that inspects the customer digital footprint and maps the data to leadership characteristics. It's been created from years of research and meta analysis.

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Our alumni





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For more information or to speak with a
course advisor please get in touch
www.ionology.com/contact-us