MAKING THE BUSINESS CASE FOR UNIFIED COMMUNICATIONS

Sales Training from Kotler Marketing Group

DESIGNED SPECIFICALLY FOR DEVELOPERS AND RE-SELLERS OF:

- **Unified messaging**
- **Presence awareness**
- **IP conferencing & collaboration**
- **IP telephony solutions**
- **Gateways & other enabling infrastructure**

Participants receive a copy of the UC VQ™, a spreadsheet-based sales toolkit.

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Making the Business Case for UC

Today's business users struggle to manage many diverse channels of communication — email, instant messaging, mobile phones, office phones, and conferencing. This presents a significant opportunity for unified communications (UC) vendors. According to some estimates the UC market will grow to nearly $50 billion by 2012.

But making this opportunity a reality poses significant sales challenges, foremost among them communicating the business value of UC. According to a Network World study, 55 percent of enterprise buyers say there is "confusion about the value" of unified communications for their company. Furthermore, UC's basic value proposition — improved productivity — is something that businesses often struggle to quantify in a business case for change. This can delay or even prevent project approval.

In response, sales personnel must learn two key skills. First, they must articulate — clearly and compellingly —- the wide array of benefit opportunities from UC. Second, they need to help customers translate from UC features, to benefits, to economic value.

WHAT CLIENTS SAY ABOUT OUR WORKSHOPS AND SALES TOOLS:

"Kotler's ROI and business case methodology and tools, formulated by a real understanding of the way customers view investment decisions, provide a valuable insight into this subject area"
-Jason Butcher, Head of Convergence, British Telecom

"A good explanation of the business case building process. Very helpful at identifying critical success factors."
- Ajay Asthana, Senior Business Analyst, IBM

Why customers need help making the business case for UC...

The top benefits companies anticipate from implementing UC...
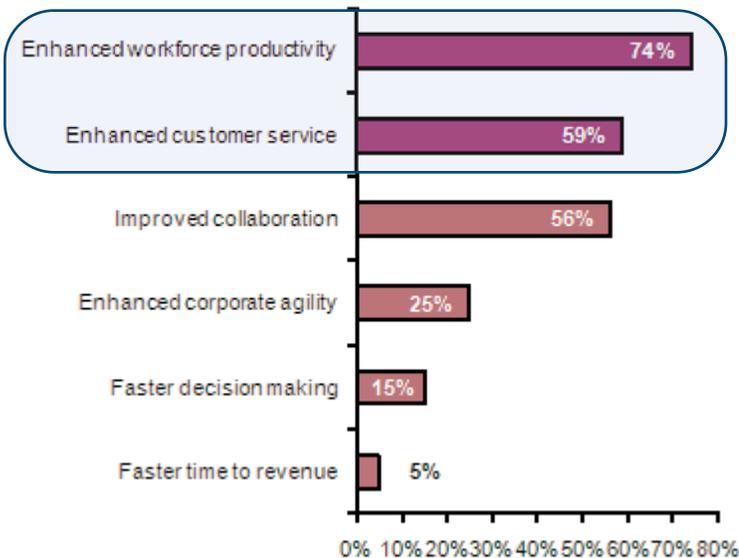
... are among those that companies struggle most to quantify in business cases
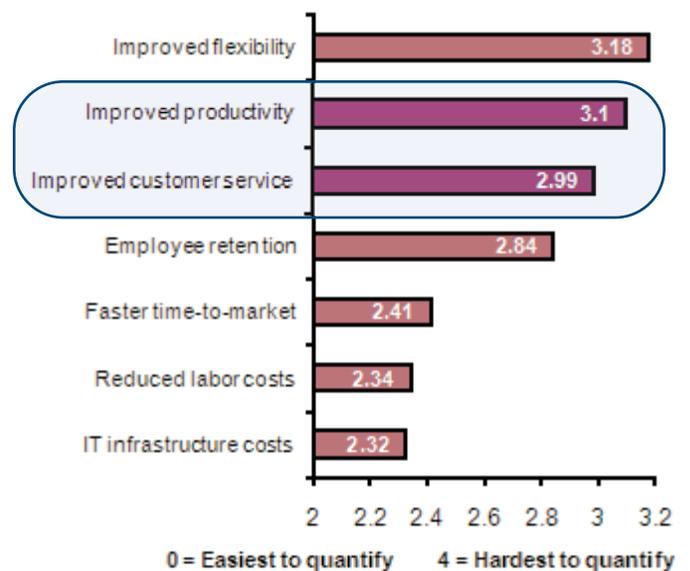
Sources: Webtorials, Kotler Marketing Group

WHY KOTLER?

Kotler Marketing Group trainings incorporate our unique blend of knowledge and experience to address your UC sales challenges.

- **Training Expertise**
  Over the past 12 years we have designed and delivered value-based sales training for technology vendors ranging from the Global 1000 to emerging startups. Our training emphasis reflects Dr. Philip Kotler's belief that "Marketing is a learning game."

- **Consulting Experience**
  Our Technology practice helps innovative companies document and demonstrate the value of new technologies. Kotler Marketing sales tools and go-to-market strategies accelerate sales and defend pricing. Past clients span the technology value chain, ranging from hardware manufacturers, to software vendors, to VARs and service providers.

- **UC Expertise**
  For the past five years Kotler Marketing has been serving manufacturers, re-sellers and service providers in the IPT/VoIP/UC marketplace. Clients in this area have used our sales tools, training, and go-to-market strategies to generate more than $100 million in new revenue.

"Making the Business Case for Unified Communications" is a training program that gives salespeople the customer insights and hard data they need to meet this dual challenge. The program incorporates crucial buyer perspectives on UC benefits, and how they translate into the language of dollars and cents. Topics include:

- The four basic ways UC saves time for enterprises;
- Understanding why saving time is worth more in some functions, and for some companies, than others;
- Travel savings and carbon-emission reductions;
- 10 ways UC can reduce telecom costs.

The ability to effectively discuss and quantify these benefits is already proving to be a critical success factor in the emerging UC market.

Participants also learn best practices for value-based selling, drawn from Kotler Marketing Group's work with hundreds of vendors over the past 12 years. Areas covered include:

- Using value selling to advance through each stage of the sales cycle;
- Gaining customer cooperation to build your business case;
- Handling common questions and objections;
- Understanding common financial metrics such as NPV, ROI and IRR.

"Making the Business Case for Unified Communications" is a one-day training program delivered on-site at your chosen location. For pricing information please contact Tony Kotler at Kotler Marketing Group, 1-800-331-9110, or email at *tkotler@kotlermarketing.com.*

Custom UC ROI Sales Tools

This sales training can be coordinated with developing custom value-based sales tools for your offerings. Kotler Marketing has a decade of real-world experience developing value calculators and white papers. Our data-driven approach builds in credibility from start to finish. And our proprietary programming toolkit lets us quickly add features such as contextual help, security, and dynamic output reports in MS Word and PowerPoint.

For more information on our B2B Sales Tools please visit our website at *http://www.kotlermarketing.com/service_b2bsales.shtml.*

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Program Content

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9:00 – 10:00 am	State of the UC Value Prop
10:00 – 10:30 am	Out of the IT Box: Reaching Business Decision Makers
10:30 – 12:15 pm	Case Study: Presence Awareness
12:15 – 1:00 pm	Lunch
1:00 – 2:30 pm	Case Study: Remote Collaboration
2:30 – 4:00 pm	Case Study: Mobile Workers
4:00 – 5:00 pm	Wrap-Up: Key Challenges in Quantifying UC Benefits; Key Lessons from Research & Practice
5:00 – 5:15 pm	Course Evaluation

What vendors are saying...

"It's become increasingly necessary to demonstrate to customers and prospects the Return-on-Investment (ROI) of our solutions."
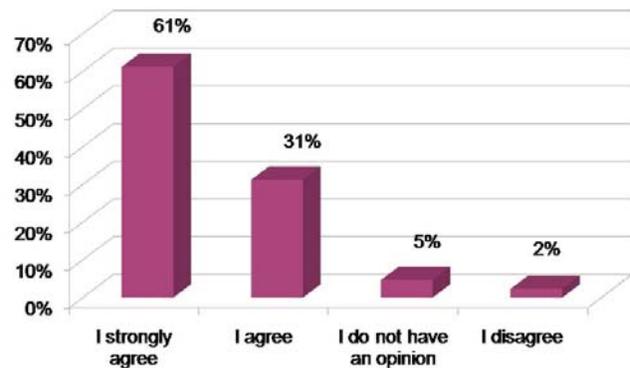
Source: Kotler survey of 220 technology-supplier personnel

What enterprises are saying...

"In your view could vendors be doing more to help you build your business case?"
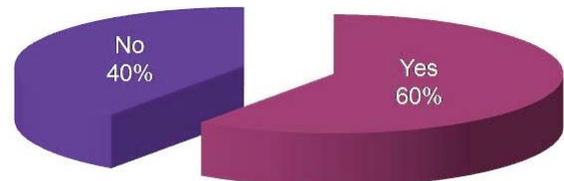
Source: Kotler survey of 550 technology-buyer personnel

Workshop participants receive:

Workshop participants will:

■ An update on what is working and what isn't when making the unified communications business case

■ Hands-on practice developing UC ROIs based on real-world examples

■ The UC VQ™, a spreadsheet-based sales toolkit

■ Findings from our ongoing research on ROI-based selling

■ The chance to apply the concepts to your own products/services

Who Should Attend

This training program and toolkit is a one day program designed for:

■ Sales Representatives & Managers

■ Sales Support & Technicians

■ Product Marketing Professionals

■ Services Marketing Professionals

■ Professional Services Consultants

For more information on this training program or our other consulting services, call us at 1-800-331-9110, or visit us at www.kotlermarketing.com