

Getting out there!

As mentioned in one of the previous papers, building a market position and customer base starts with, among other things, approaching (potential) customers and/or resellers.

The most important part of it is to talk to these people!

There are a number of ways to make initial contact, we previously described the following groups where your contacts are; social networks (LinkedIn, Microsoft Partner page and the rest, your and our existing network, trade fairs, meetings.

So you can get in touch with these people in different ways. Do you have trouble selecting these yourself or don't know where to start? Let us know. We usually recommend making at least 10 contacts per day in the initial period!

This text is mainly about how you can ensure that you start a conversation and become a player in the (local) market.

Mission:

Let the person you interact with know that you can bring something that they are waiting for and/or are not yet aware of. Your strength then lies in finding out as quickly as possible where you can 'help' him.

It is then important to consider which questions you should ask and which answers you can give. The most important thing is to create 'added value' for the person you have contact with. So he must have the feeling that getting in contact with you makes it for him easier to do his job!

Who are you going to approach?

- Via your existing network is by far the easiest, brainstorming with us first about who is in that network and how you can approach them also helps enormously!
- Our network, we have international contacts and they actually ensure that you have a warm lead and you have references with success stories in other countries. This is especially important for resellers,
- When you think of Hospitals and Governments, our list of clients and references is also a good one to see which organizations would have 'the same' function in your region,
- If you're thinking of multinationals and larger companies, we can also help you offer our experience to get you started!

What are the main points to keep in mind when making a call?

If you ask for 'help' or offer to 'brainstorm', there is a good chance that someone will respond positively,

- You don't want to trade 'quickly', but build a serious relationship,
- The proposition we have is actually very simple, we offer a budget friendly solution from licenses that you know they use! So don't make it harder than it is, keep it simple.
- We offer the same as standard Microsoft channels and can offer even more at competitive prices. If they don't buy from a competitor of ours, there is money to be saved for them,
- Is the organization itself responsible for the ICT, if so, who is responsible? If they also use external parties, ask which organization it is and make sure you can already name some names of the top 5, if they answer yes, tell you where they are customer!

Without the right information you can't really give good advice and/or identify opportunities, so make sure you get the chance to do this, that means you have to earn their trust first!

What can you find out before calling?

- Has the organization already migrated to the Cloud (use the tool to check),
- Is it an Academic hospital or other institution that is eligible for discounted licenses,
- Search LinkedIn (or Xing) for the person and send a connection request. You can do that before, so that he/she has already seen the name, or after, so that you know for sure that the person accepts you

The number of the company is easy to find, call to the front desk and ask for the person you found thru LinkedIn. If that doesn't work, call the next day and say that you are returning his/her call 😊. The chances are big that you will be come in contact.

What do you have to offer?

- We buy and sell redundant Microsoft licenses
- We have (hybrid) Cloud licensing solutions
- We offer affordable and budget friendly advice and friendly SAM audits
- All our licensing solutions are guaranteed and 100% compliant
- We sell your redundant licenses on a no-cure-no-pay basis.

What can you choose as an approach for the conversation?

- Before you ask for specific information, make sure that, the person you speak to knows that you are on their side and mention the signing of a NDA (non-disclosure agreement) as tell them it is part of our standard procedure,
- We still offer on-premise licensing solutions and we offer the version they actually use,
- I see the organization moved to the Cloud. Did you know that you can sell the redundant on-premise licenses?

- Are you planning to migrate to the Cloud? We offer Cloud solutions, we buy redundant licenses and besides cloud we also offer hybrid Cloud solutions!
- Keep in mind, that while still working on-premise incompliance (not enough licences) is a common situation, but still there is a big thread of getting fined, so make sure to be compliant at all times, even when a migration is planned .
- If you had an Audit and it was proven that the organization is incompliant, keep in mind that you are still aloud to buy redundant licenses to get compliant! Saves a lot of money in a time you have to spent money on IT when you are not expecting it!
- You can start with a friendly SAM audit to establish the current situation, keep in mind, that this takes quite a while (3 months) and is time consuming!
- We could start with a case studying using historical data or a friendly audit or we could have a video meeting with a technical expert of ours.
- Always ask at the end of a conversation if the person has other people in their network who can call you and who are interested in the proposition. If you get contacts, you are actually already calling with a warm lead!

What's next?

- The first conversation should be the start of a long-term relationship, not a hit and run,
- An organization may find the proposition interesting, but if they don't need solutions, they won't buy anything. No problem, a customer who spends a lot of money on ICT next year is also a good customer!
- Consider where you are now and who the decision maker and integrator is. If you are part of an organization that has placed everything externally, you will never sell the proposition, because you are sitting at the wrong table 😊. In those cases, make sure that you meet with the organization that is now giving the advice and offering the solution. You have enough margin to share and it is better to make money together than to earn nothing!
- I always try to come to the table, or to plan a video meeting, it is simply important that you become a discussion partner and that you are seen as added value, then the rest will come naturally,
- Once in conversation, you can see if you can make a short analysis of the possibilities based on the data. Based on the situation, we then get to work. It is never possible to say in advance where the opportunities lie, but if you are in conversation, it will follow automatically. Also fall back on the NDA, because that is also the first document you signed together!

I hope that based on this text you are a little further on your way.

How can I help you? Let me know and we'll get started!

The beginning is the hardest from there it gets easier.

Do you have questions or need my assistance?

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