

Market Bootstrapping Services for Microsoft Dynamics partners



Content:

- The Bootstrapping Process
- Managing customers' decision makers
- Avoiding the typical pitfalls

Irrespective of whether your go-to-market strategy is direct or indirect, winning the first 3-5 reference clients in a new market is crucial for your ability to create a bridge-head, achieve break-even and move towards scaling and market dominance.

TBK/Market Bootstrapping services are designed for Microsoft Dynamics partners with high value/high price solutions and long sales cycles.

The objective of the TBK/Market Bootstrapping service is to help you win the first 3-5 reference clients in a new market within the shortest possible time frame.

The Bootstrapping Process



1 For the definition of the Ideal Customer Profile please see the TBK factsheet "Ideal Customer Profile" (TBK-PFFS-003)

2 The person who can make funds available irrespective of budget constraints

3 For a definition of the Customer Value Proposition please see the TBK factsheet "Customer Value Proposition" (TBK-PFFS-002)

The Important Answers from the Market Assessment

The Bootstrapping Market Assessment will answer the following questions:

1. *How satisfied are the clients with their current suppliers and their solutions?*
2. *Do the clients plan to replace or complement their current solutions?*
3. *Are there pain areas, which are unresolved by the existing solutions?*
4. *Are there competitive solutions serving the same needs as your solution?*
5. *What are the value propositions of the competitive solutions?*
6. *If no competitive solution exists, then how latent is the pain scenario, which is required to generate enough interest for your solution?*
7. *How easy/difficult is it to get access at the highest possible decision making level with your current value proposition?*
8. *Which Value Added Resellers and Systems integrators are active in this solution environment?*

Sales & Closing Phase

Tools required

1. Appointment

- Business value testimonials from your current clients.
- Non-technical based value based solution description.
- Business solution Whitepaper.
- Risk mitigation play book.

2. Presentation

- Customer Value Proposition.
- Business value testimonials from your current clients.
- Non-technical value based presentation.

3. Demo/Proof of value

- A systematic approach to demonstrate value based on the client data or environment with very little effort required on the clients behalf.
- Technical pre-sales resources, which can deal with the clients technical/user staff and overcome resistance that will typically arise.
- Adequate product documentation to satisfy the needs of the technical/user staff.
- References who are prepared to receive visits/phone calls from your prospect and convincingly convey the value they get from your solution.

4. Pilot

- A structured delivery process ensuring successful implementation and fast turn-around on unforeseen issues.
- A systematic approach to demonstrate the actual value of the solution by the end of the pilot phase.

5. Full scale

- A structured delivery process ensuring successful implementation and fast turn-around on unforeseen issues.
- Press release and testimonial.
- Up and cross selling opportunities.

Managing Customers decision makers

The TBK Bootstapping service is based on a value selling approach, with a clear focus on business value and leveraging other clients' positive experience with your solution. If your current Customer Value Proposition and your sales tools do not support this approach they must be redesigned before we can commense bootstrapping in a new geographical location. Selling value at the power sponsor level does not supersede the need for dealing with the other decision makers.

Without the support from the technical buyers and the sponsor it is very unlikely that a purchase decision will be made. Hardly any corporate power sponsor will decide against those layers in the organisation who eventually will have to make the solution deliver the value expected.

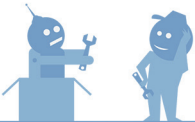



The sole reason for starting at the power sponsor level is to ensure that processes are driven by business value considerations and that access to funds can be made available irrespective of budget constraints. Getting access to power sponsors is extremely difficult and time consuming in the contact phase, but can save a considerable amount of time and effort in the sales and closing phases. As soon as the power sponsor has opened the door, it is important to manage the other decision makers through to closing the final deal.

Applying a partner channel approach

The TBK/Market Bootstrapping service may include establishing a sales and/or implementation partner channel in parallel with the client acquisition activities. The exact timing of when and how to involve a sales and/or implementation partner in the individual sales project is decided on a case-by-case basis. The process of recruiting sales and/or implementation partners is described in the TBK factsheet "Partner Channel Recruitment" (TBK-PFFS-004).

Avoiding the typical pitfalls

The TBK Bootstrapping service has been designed to avoid the typical pitfalls, which are:

Action	Issue	Impact
 <p>Selling technical features to a technical audience</p>	The technical audience is extremely resistant to change. Any attempt to demonstrate that something can be improved will be considered a potential threat to their position and question their ability to perform their functions. The technical layer will very seldom perform as good internal sales people.	<ul style="list-style-type: none"> • Too many appointments • Substantial consumption of sales and technical pre-sales resources • Long sales cycles • High probability of "no-decision"
 <p>Selling value to a technical audience</p>	Selling business value to the technical layer has no impact. If a person is enthusiastic about business value he or she is not in a technical position. Technical people are generally speaking not motivated by business value.	<ul style="list-style-type: none"> • Lack of interest • No appointment • Sales cycle stalled up front
 <p>Selling technical features to the power sponsor</p>	The power sponsor or his secretary will refer a technical proposition to the line operation. You will get a meeting with the technical layer	<ul style="list-style-type: none"> • Lack of interest • No appointment • Sales cycle stalled up front
 <p>Unstructured sales approach</p>	We design the sales process individually for each client, depending on how we get in and whom we talk to. The process is driven by the client.	<ul style="list-style-type: none"> • Sales process is demanding activities and fulfilment vehicles for which we are unprepared • Unpredictable sales process and sales cycle • Substantial consumption of sales and technical pre-sales resources