

Enabling Customers on the Public Cloud

Assignment Brief

A large technology major with global outreach had in place a partner led strategy readiness on building a 'Purchase Vision' for their product line. They desired to enhance the contribution of their end customers towards building a level of sophistication in the purchase and selling cycle so that they can capture increased market share within the Public Cloud Market segment in India

Benefits

- Witnessed Increasing level of customer sophistication in purchase of Public Cloud services.
- Training imparted to more than 200 IT Operations Executives

Challenges faced

- Low customer confidence due to absence of product knowledge and latest technology acted as barriers to the purchase process.
- The lengthy order booking process within their sales cycle was a major deterrent.

Highlights

- Devised and developed an instructor led program dedicated to highlight/pitch the value of the product.
- The customer IT operations professionals acquired technical competency and capability to handle the vendors more effectively through the training program.
- The training program was deliverable across multiple geographic locations.

Achievements/Outcome

The customer witnessed a spurt in the Opportunity Pipe and more active penetration into new green field accounts within a few months of delivering the training project.

Engagement Model

Project Outsourcing

Synergetics Value Proposition

- A Custom-Built Curriculum
- Delivery by Speakers who were field trained
- Training Methodology
 - Inline case studies
 - Role Plays
 - Discussion Sessions with Debates
 - Customer Readiness Workshops