

Remote Session Agenda

Full Day (6-7 hours)

Cloud Solution Packaging, Pricing and GTM Strategy Foundation

	Topic	Key Discussion Points
9:00-9:30	Introduction/Objectives	Workshop objectives and context
9:30-11:00	Understanding Cloud Buyer 3.0 Behavior	Emotional vs rational marketing Emotional buying cycle Changing needs of the cloud buyer
Individual Short Coffee Break 11:00-11:15		
11:15-12:00	Understanding the Levels of Change Needed to Transform to a SaaS Model	The new SaaS business model Shifting from transaction revenue to recurring revenue Levels of organizational change needed Factors driving and impeding change Understanding buyer risk
12:00-12:30	Cloud Solution Value Proposition & Differentiation	Compelling value proposition definition Emotionally differentiating your solution Aligning your solution with core business drivers Migrating from on prem to cloud is emotional
Individual Short Lunch Break 12:30-1:00		
1:00-2:30	Packaging & Pricing SaaS Offers	POC vs Pilot Scalable pricing model Key target market segments – FinServ, Higher Ed, Govt SaaS pricing strategies, models, tiering and trade-offs Definition of 3 initial packaged subscription offers Pricing add-ons Pricing psychology Importance of pricing transparency
2:30-3:30	Automating the Sales Process	Marketing is the new sales Lowering the cost of selling & shortening the sales cycle How to shift from a traditional sales and marketing mindset

Changing role of marketing in the customer acquisition process

Repeatable and emotionally differentiated proposals

3:30-4:00 Next steps and action plan

Summary, key take-aways and integration plan.
Next steps – implementation plan

Remote Session Two – One Week Later (2-3 hours) Cloud Solution GTM Strategy & Customer Acquisition Acceleration

Topic	Key Discussion Points
Break 10:30-10:45	
9:00-10:00 Implementing a Persona Buying Journey and Nurture Content Calendar Definition	<ul style="list-style-type: none"> Implementing a personal buying journey online Development of a 12 month “theme” calendar for marketing content development
10:00-10:30 Building Trust and Credibility in a Digital Marketplace	<ul style="list-style-type: none"> Social proof - Evidence that works (and does not) Overcoming fear and risk Customer video case studies
10:30-11:30 Engaging Online Customer Engagement and Driving Lead Conversion	<ul style="list-style-type: none"> Getting found Website engagement best practices to drive conversion Emotional vs rational marketing Simplicity vs complexity Assets needed to automate the buying journey
11:30-12:00 Leveraging the AppSource and Azure Marketplace	<ul style="list-style-type: none"> App landing page design Driving lead conversion
12:00-12:30 Next steps and action plan	<ul style="list-style-type: none"> Summary, key take-aways and integration plan. Next steps – implementation plan